NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 26, 1981

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	MISS UNIVERSE PAGEANT(S)	25.4	19,760
2	JEFFERSONS	22.0	17,120
3	60 MINUTES	20.5	15,950
3	TRAPPER JOHN, M.D.	20.5	15,950
5	ALICE	20.2	15,720
6	TOO CLOSE FOR COMFORT#	19.7	15,330
7	HART TO HART	19.1	14,860
8	DUKES OF HAZZARD	19.0	14,780
9	FACTS OF LIFE	18.1	14,080
10	M*A*S*H	18.0	14,000
11	DALLAS	17.9	13,930
12	THREE'S COMPANY	17.7	13,770
12	20/20	17.7	13,770
14	DIFF'RENT STROKES	17.3	13,460
15	QUINCY, M.E.	16.8	13,070
16	HOUSE CALLS	16.4	12,760

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	MISS UNIVERSE PAGEANT(S)	16.9	35,180
2	DUKES OF HAZZARD	15.7	32,750
3	JEFFERSONS	15.3	31,940
4	TOO CLOSE FOR COMFORT#	14.3	29,830
5	TRAPPER JOHN, M.D.	14.2	29,660
6	ALICE	13.5	28,150
7	HART TO HART	13.2	27,630
8	THREE'S COMPANY	12.9	26,850
9	FACTS OF LIFE	12.6	26,370
10	60 MINUTES	12.4	25,970
11	DALLAS	12.2	25,490
12	20/20	11.8	24,580
13	M*A*S*H	11.7	24,470
14	DIFF'RENT STROKES	11.7	24,330
15	CHIPS	11.5	24,030
16	TAXI	11.5	23,960

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	MISS UNIVERSE PAGEANT(S)	20.2	16,470
2	TRAPPER JOHN, M.D.	17.5	14,300
3	JEFFERSONS	17.5	14,280
4	ALICE	16.0	13,010
5	60 MINUTES	15.2	12,370
6	20/20	13.8	11,240
7	HART TO HART	13.6	11,100
8	M*A*S*H	13.5	11,010
9	DALLAS	13.3	10,870
10	TOO CLOSE FOR COMFORT#	13.3	10,840
11	FACTS OF LIFE	13.0	10,630
12	DUKES OF HAZZARD	12.5	10,230
13	HOUSE CALLS	12.5	10,190
14	QUINCY, M.E.	12.3	10,000
15	ONE DAY AT A TIME	12.0	9,760
16	TAXI	11.9	9,690

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	17.1	12,530
2	MISS UNIVERSE PAGEANT(S)	15.6	11,480
3	JEFFERSONS	13.3	9,740
4	M*A*S*H	13.0	9,550
5	DUKES OF HAZZARD	12.4	9,100
6	TOO CLOSE FOR COMFORT#	12.3	9,060
7	HART TO HART	12.3	9,050
8	20/20	12.0	8,830
9	TRAPPER JOHN, M.D.	11.9	8,750
10	ALICE	11.9	8,740
11	ABC SUNDAY NIGHT MOVIE	11.9	8,720
12	TAXI	11.7	8,570
13	CBS SAT. NIGHT MOVIE	11.6	8,540
14	DALLAS	11.0	8,090
15	QUINCY, M.E.	10.9	7,980
16	HOUSE CALLS	10.7	7,870

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 26, 1981

NIELSEN AVERAGE AUDIENCE

WOMEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	MISS UNIVERSE PAGEANT(S)	16.7	8,510
2	TRAPPER JOHN, M.D.	16.7	8,500
3	JEFFERSONS	16.2	8,220
4	20/20	14.9	7,600
5	HART TO HART	14.5	7,350
6	ALICE	14.4	7,320
7	TAXI	13.5	6,840
8	TOO CLOSE FOR COMFORT#	13.4	6,810
9	QUINCY, M.E.	12.9	6,550
10	DALLAS	12.6	6,400
11	BARNEY MILLER	12.4	6,330
12	THREE'S COMPANY	12.4	6,320
13	BARNEY MILLER SPECIAL(S)	12.4	6,310
14	M*A*S*H	12.0	6,100
15	FACTS OF LIFE	11.7	5,940
16	HAPPY DAYS	11.6	5,910
17	ABC MONDAY NIGHT MOVIE	11.5	5,850

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	MISS UNIVERSE PAGEANT(S)	27.6	6,850
2	60 MINUTES	24.3	6,040
3	JEFFERSONS	19.4	4,810
4	TRAPPER JOHN, M.D.	18.4	4,570
5	ALICE	18.3	4,530
6	DIFF'RENT STROKES	17.0	4,230
7	CBS REPORTS(S)	16.8	4,170
8	HOUSE CALLS	16.6	4,110
9	REAL PEOPLE	16.5	4,100
10	FACTS OF LIFE	16.3	4,040
11	M*A*S*H	16.2	4,010
12	LITTLE HOUSE-PRAIRIE	16.0	3,980
12	WKRP IN CINCINNATI#	16.0	3,980
14	ONE DAY AT A TIME	16.0	3,960
15	DUKES OF HAZZARD	15.7	3,890
16	ARCHIE BUNKER'S PLACE	15.2	3,780
17	DALLAS	14.9	3,700

MEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	MISS UNIVERSE PAGEANT(S)	13.8	6,700
2	60 MINUTES	13.4	6,520
3	TOO CLOSE FOR COMFORT#	13.2	6,410
4	HART TO HART	12.8	6,240
5	TAXI	12.7	6,190
6	M*A*S*H	12.4	6,010
7	20/20	12.2	5,930
8	JEFFERSONS	12.1	5,880
9	ABC SUNDAY NIGHT MOVIE	11.7	5,690
10	CBS SAT. NIGHT MOVIE	11.4	5,520
11	QUINCY, M.E.	11.2	5,450
12	CHIPS	10.9	5,300
13	BOSOM BUDDIES#	10.9	5,290
14	TRAPPER JOHN, M.D.	10.8	5,260
15	DUKES OF HAZZARD	10.7	5,180
16	THREE'S COMPANY	10.5	5,100

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	26.0	5,030
2	MISS UNIVERSE PAGEANT(S)	20.9	4,040
3	REAL PEOPLE	16.6	3,200
4	ALICE	16.2	3,140
5	DUKES OF HAZZARD	16.1	3,120
6	JEFFERSONS	15.7	3,040
7	M*A*S*H	15.5	2,990
8	ONE DAY AT A TIME	15.3	2,950
9	ARCHIE BUNKER'S PLACE	15.2	2,940
10	DALLAS	15.0	2,900
11	CBS REPORTS(S)	15.0	2,890
12	NBC NIGHTLY NEWS	14.5	2,810
13	TRAPPER JOHN, M.D.	13.9	2,690
14	HOUSE CALLS	13.5	2,600
15	MAGNUM, P.I.	13.2	2,560
16	CBS EVENING NEWS-RATHER	13.2	2,550
17	ABC NEWS SPECIAL(S)	13.1	2,540
18	ABC SUMMER MOVIE#	13.0	2,520

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1981 REPORT

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•EVENING																										
ABC FRIDAY NIGHT MOVIE	30	181		A	9.3	19	724	1989	620	315^	639	303^	474	354	272^	116^	775	370	571	529	336	137^	217^	36v	358	358
1 FRI. 9.00P 120 ABC FF		96		B	12.4	21	965																			
9.00 - 9.30				A	8.3	17	646	1881	673	378	688	275^	468	387	323^	169^	679	314^	512	469	300^	129^	168^	40v	346^	346^
9.30 - 10.00				A	8.5	17	661	2076	665	386	677	289^	505	415	330^	116^	758	340^	581	537	364	117^	208^	50v	433	433
10.00 - 10.30				A	10.1	20	786	1985	592	271^	606	306	471	323	246^	92^	828	391	586	566	359	141^	242^	32v	309	309
10.30 - 11.00				A	10.1	20	786	2039	570	254^	610	341	465	304	212^	102^	824	424	601	543	320	157^	249^	29v	356	356
ABC MONDAY NIGHT MOVIE	8	193	197	A	13.7	24	1066	1888	658	256	736	347	549	425	344	145	676	284	452	417	345	158	225	114	251	188
MON. 9.00P 120 ABC FF		98	99	B	14.5	25	1128																			
9.00 - 9.30				A	11.2	21	871	1762	594	226	643	277	449	387	306	150	664	261	416	387	342	176	196	92^	259	188
9.30 - 10.00				A	12.9	23	1004	1865	628	235	697	311	498	409	334	158	688	276	438	406	346	185	229	122	251	175
10.00 - 10.30				A	15.0	26	1167	1953	699	286	795	398	613	443	358	145	672	295	463	432	340	141	233	112	253	197
10.30 - 11.00				A	15.7	28	1221	1924	681	267	771	383	598	444	354	129	673	296	471	433	344	136	236	122	244	190
ABC NEWS CLOSEUP(S)			188	A	8.4	17	654	1882	773	259^	963	444	655	501	357^	231^	615	252^	438	399	273^	139^	182^	110^	122^	103^
2 FRI. 9.00P 60 ABC DN			97																							
9.00 - 9.30				A	8.6	18	669	1894	749	284^	961	438	667	502	364	224^	598	244^	430	391	276^	134^	199^	127^	136^	117^
9.30 - 10.00				A	8.3	16	646	1839	785	224^	949	441	634	491	346^	234^	622	258^	442	405	261^	138^	160^	89v	108^	88v
ABC NEWS SPECIAL(S)			199	A	10.6	20	825	1688	714	269^	834	185^	356	357	395	395	810	167^	411	412	486	307	21v	21v	23v	LT
2 SUN. 8.00P 60 ABC DN			99																							
8.00 - 8.30				A	9.9	19	770	1696	715	271^	845	193^	343	339	380	419	805	161^	410	412	499	302^	19v	19v	27v	LT
8.30 - 9.00				A	11.2	20	871	1689	717	268^	828	178^	367	373	410	377	818	176^	416	414	476	313	22v	22v	21v	LT
ABC NEWSBRIEF-M-F	198	190	192	A	12.4	23	965	1830	672	308	756	315	487	395	313	216	592	272	393	342	244	150	213	112	269	193
1 MON. 8.57P 2 ABC N		97	98	B	16.3	26	1268																			
1 TU&TH 9.58P 1																										
1 W & F 8.58P 1																										
2 MON. 8.58P 1																										
2 TUTHF 9.58P 1																										
2 WED. 9.55P 2																										
ABC NEWSBRIEF-SAT.	40	197	191	A	13.4	28	1043	1824	733	287	810	323	451	377	272	305	533	182	303	268	210	210	190	97^	291	195
SAT. 9.58P 1 ABC N		98	97	B	20.5	36	1595																			
ABC NEWSBRIEF-SUN.	40	183	193	A	8.9	17	692	1658	699	342	796	175	393	417	437	310	771	189	389	401	419	299	27v	19v	64^	26v
1 SUN. 7.58P 1 ABC N		97	98	B	13.8	22	1074																			
2 SUN. 8.58P 1																										
ABC SUMMER MOVIE	4	196		A	14.5	26	1128	1808	748	351	846	307	515	448	407	266	611	169^	313	367	321	222	78^	15v	273	235
1 WED. 9.00P 120 ABC FF		98		B	13.6	25	1058																			
9.00 - 9.30				A	12.8	23	996	1800	712	368	825	290	508	454	378	252	577	163^	320	338	294	205^	47v	LT	351	315
9.30 - 10.00				A	14.4	25	1120	1855	760	365	870	331	550	477	389	259	623	172^	315	364	321	239	60^	LT	302	257
10.00 - 10.30				A	15.1	27	1175	1871	780	356	861	305	523	457	446	273	634	170^	314	383	343	232	75^	LT	301	260
10.30 - 11.00				A	15.6	28	1214	1714	742	318	829	300	481	415	408	281	611	165^	302	372	329	218	124^	59^	150^	128^
ABC SUNDAY NIGHT MOVIE	37	198	197	A	14.5	27	1128	1794	736	333	804	257	483	431	449	251	773	316	504	452	375	224	142	61^	75^	52^
1 SUN. 8.00P 180 ABC FF		99	97	B	18.2	29	1416																			
2 SUN. 9.00P 171																										
8.00 - 8.30				A	11.5	23	895	1996	800	414	914	266	525	469	537	329	773	270	525	491	395	206^	218^	124^	91^	71^
8.30 - 9.00				A	12.5	24	973	1980	816	418	938	307	568	482	532	300	730	224^	465	490	398	207^	219^	153^	93^	69^
9.00 - 9.30				A	13.6	24	1058	1752	768	361	821	231	482	454	487	269	755	277	489	491	422	205	89^	41^	87^	59^
9.30 - 10.00				A	14.2	24	1105	1700	709	332	763	222	445	418	439	255	785	325	515	503	382	214	101^	33^	51^	27v
10.00 - 10.30				A	14.9	26	1159	1744	701	306	748	243	445	414	403	226	766	326	499	436	354	222	154	70^	76^	55^
CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
EVENING CONT'D																										
ABC SUNDAY NIGHT M-CONT'D																										
10.30 - 11.00				A	15.3	28	1190	1804	725	294	787	256	465	415	424	242	770	315	503	439	376	225	159	69^	88^	66^
11.00 - 11.30				A	17.7	37	1377	1866	718	331	822	321	542	433	424	208	820	394	532	383	325	265	139^	28v	85^	44^
11.30 - 12.00				A	16.7	44	1299	1781	738	289	805	301	532	433	449	214	800	397	524	384	324	248	134^	31v	42v	14v
ABC WORLD NEWS TONIGHT	198	202	202	A	10.5	24	817	1362	645	232	692	211	330	312	315	304	539	160	258	256	251	229	54^	29^	77	51^
M-F 6.30P 30 ABC N		99	99	B	11.9	22	926																			
ABC WRLD NEWS TONIGHT-SUN	36	160	151	A	5.8	15	451	1492	683	237^	731	197^	311	270	287	379	602	224^	354	362	227^	205^	148^	42v	11v	LT
SUN. 6.30P 30 ABC N		84	82	B	8.5	17	661																			
ALICE	29	194	194	A	20.2	35	1572	1791	718	302	827	340	466	390	281	288	557	190	303	294	231	200	135	65^	272	207
SUN. 9.00P 30 CBS CS		99	99	B	21.3	32	1657																			
ARCHIE BUNKER'S PLACE	28	198	198	A	15.5	31	1206	1651	698	247	747	284	387	353	281	314	649	230	349	319	274	244	87^	48^	168	117
SUN. 8.00P 30 CBS CS		99	99	B	19.1	31	1486																			
BARBARA MANDRELL	30	207	207	A	11.0	26	856	1961	791	246	961	335	498	404	341	387	655	173	334	320	290	284	108^	40^	237	164
SAT. 8.00P 60 NBC GV		98	98	B	14.9	28	1159																			
8.00 - 8.30				A	11.1	27	864	1922	775	226	942	327	490	396	334	377	632	175	315	302	269	278	106^	39^	242	167
8.30 - 9.00				A	10.8	25	840	2004	810	266	986	348	511	413	349	399	681	172	356	342	313	289	105^	37^	232	162
BARNEY MILLER	33	203	201	A	15.8	31	1229	1871	666	341	758	305	514	451	367	191	602	290	411	370	230	150	212	83^	299	194
THU. 9.00P 30 ABC CS		98	98	B	17.6	29	1369																			
BARNEY MILLER SPECIAL(S)		198		A	13.9	30	1081	1821	664	361	825	357	583	468	415	191^	511	297	380	331	176^	120^	181^	73^	304	154^
1 THU. 8.30P 30 ABC CS		98																								
BENSON	33	202	196	A	11.8	28	918	1684	734	360	807	285	439	409	351	285	466	178	266	216	214	163	142	73^	269	170
FRI. 8.00P 30 ABC CS		98	98	B	14.7	27	1144																			
BEST OF TIMES(S)		189		A	8.6	17	669	1868	532	336^	609	284^	456	338^	269^	123^	574	325^	413	391	198^	101^	273^	172^	412	311^
1 MON. 8.00P 60 ABC GV		94																								
8.00 - 8.30				A	8.5	17	661	1884	533	327^	616	311^	460	327^	266^	130^	560	330^	424	384	188^	91v	236^	134^	472	339^
8.30 - 9.00				A	8.7	17	677	1840	527	340^	599	255^	450	349^	273^	114^	583	318^	399	394	206^	108^	305^	207^	353	285^
BIG EVENT	37	202	203	A	13.0	23	1011	2073	758	278	857	305	529	458	377	272	726	224	471	435	373	212	240	110^	250	184
SUN. 9.00P 120 NBC FV		99	99	B	17.9	28	1393																			
9.00 - 9.30				A	13.1	23	1019	2239	792	301	909	360	584	470	365	271	746	213	481	435	387	222	276	106^	308	214
9.30 - 10.00				A	13.1	22	1019	2175	752	278	896	337	568	461	372	278	730	217	454	424	370	228	286	109^	263	189
10.00 - 10.30				A	13.5	24	1050	2005	752	288	820	280	497	461	369	259	724	237	475	451	365	203	217	119	244	186
10.30 - 11.00				A	12.1	22	941	1884	742	249	804	243	465	450	403	275	713	230	475	443	375	198	189	110^	178	146
BJ AND THE BEAR	11	175	189	A	7.6	16	591	1985	679	248	750	268	445	339	339	266	693	253	425	437	353	200^	185^	72^	357	309
SAT. 9.00P 60 NBC A		94	97	B	10.2	20	794																			
9.00 - 9.30				A	7.3	16	568	1961	666	227	749	281	442	314	319	272	661	234	390	408	333	202^	171^	57^	380	327
9.30 - 10.00				A	8.0	17	622	1957	677	262	737	250	436	354	352	258	709	264	446	454	362	198	189^	83^	322	281
BOSOM BUDDIES	31		193	A	15.0	31	1167	1960	589	274	666	374	474	334	202	154^	580	370	455	369	181^	94^	201^	120^	513	364
2 THU. 8.30P 30 ABC CS			98	B	16.5	27	1284																			
CBS EVENING NEWS-RATHER	199	197	197	A	10.5	24	817	1595	707	206	774	174	310	311	346	399	651	154	273	292	297	313	96	37^	74	47^
M-F 6.30P 30 CBS N		99	99	B	14.1	26	1097																			
CBS EVENING NEWS-DEAN	29	172	172	A	8.9	21	692	1633	638	176	727	163^	314	293	291	374	771	202	356	364	340	348	69^	7v	66^	53^
SUN. 6.30P 30 CBS N		92	92	B	9.5	19	739																			

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

EVENING CONT'D

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
CBS REPORTS(S)		200		A	12.5	24	973	1594	676	195^	790	202^	258	297	345	428	572	121^	239^	245	305	298	159^	66^	73^	49v
1 THU. 10.00P 60 CBS DN		99																								
10.00 - 10.30				A	13.2	25	1027	1612	687	199^	803	220^	281	328	348	408	556	113^	234	224^	297	296	163^	71^	90^	61^
10.30 - 11.00				A	11.7	22	910	1573	671	192^	780	182^	229^	262	342	455	588	128^	244^	271	316	298	150^	59v	55v	34v
CBS SAT. NEWS-SCHIEFFER	41	151	151	A	8.6	23	669	1528	622	203	712	104^	228	284	341	408	644	148^	230	268	312	327	62^	11v	110^	84^
SAT. 6.30P 30 CBS N		85	85	B	9.9	21	770																			
CBS SAT. NIGHT MOVIE	10	191	195	A	14.3	31	1113	1847	722	310	796	285	462	454	386	253	769	296	497	526	379	215	111	41^	171	116
SAT. 9.00P 120 CBS FF		99	98	B	11.9	25	926																			
9.00 - 9.30				A	12.5	27	973	1768	660	304	750	239	405	433	373	262	760	274	498	534	396	210	110^	34^	148	88^
9.30 - 10.00				A	13.6	29	1058	1881	727	307	832	305	482	464	393	264	760	302	483	510	358	222	115	38^	174	101^
10.00 - 10.30				A	15.6	33	1214	1839	746	318	800	297	479	456	382	242	757	301	491	524	366	204	102	46^	180	132
10.30 - 11.00				A	15.7	34	1221	1857	737	307	789	286	468	458	386	245	776	295	501	529	387	215	114	43^	178	129
CBS TUESDAY NIGHT MOVIES	23	186		A	13.4	25	1043	1874	791	313	889	311	516	463	461	289	562	189^	345	303	319	191^	157^	92^	266	219^
1 TUE. 9.00P 120 CBS FF		97		B	17.2	27	1338																			
9.00 - 9.30				A	11.7	21	910	1847	782	279	883	303	492	430	438	312	576	175^	301	257^	290	247^	152^	74^	236^	177^
9.30 - 10.00				A	12.8	23	996	1935	827	303	925	321	526	470	462	306	588	195^	350	298	318	219^	138^	82^	284	226^
10.00 - 10.30				A	14.2	27	1105	1935	797	334	886	306	522	483	480	271	561	185^	369	344	356	161^	185^	107^	303	251
10.30 - 11.00				A	14.9	28	1159	1783	758	330	863	319	517	457	456	271	525	193^	343	303	305	156^	157^	99^	238	215
CBS WEDNESDAY NIGHT MOVIE	28	190	183	A	14.6	26	1136	1721	694	288	810	304	461	363	388	265	555	210	335	310	271	168	196	80^	160	113
WED. 9.00P 120 CBS FF		98	96	B	16.7	27	1299																			
9.00 - 9.30				A	12.1	22	941	1688	639	296	780	292	437	346	362	272	531	211	322	290	248	155	210	88^	167	97^
9.30 - 10.00				A	13.8	24	1074	1663	657	285	785	284	422	346	368	276	555	208	329	312	267	168	172	67^	151	99^
10.00 - 10.30				A	16.1	29	1253	1797	740	305	850	334	492	378	396	271	576	206	352	324	295	179	195	76^	176	131
10.30 - 11.00				A	16.3	29	1268	1729	721	264	823	303	484	379	416	247	563	217	338	313	275	171	198	85^	145	122
CHARLIE'S ANGELS	6	188		A	10.2	21	794	1785	678	313	836	291^	509	447	386	257^	560	191^	350	332	298	167^	132^	93^	257^	171^
1 WED. 8.00P 60 ABC PD		97		B	11.2	23	871																			
8.00 - 8.30				A	9.5	21	739	1793	663	290^	812	270^	477	429	372	265^	565	212^	353	324	281^	169^	135^	94^	281^	168^
8.30 - 9.00				A	11.0	22	856	1751	679	323	844	303	527	457	392	247^	545	168^	342	329	307	165^	130^	93^	232^	173^
CHIPS	28	214	214	A	14.7	28	1144	2101	655	267	731	310	472	368	286	208	664	256	464	413	328	152	253	64^	453	306
SUN. 8.00P 60 NBC OP		98	99	B	18.0	29	1400																			
8.00 - 8.30				A	14.0	28	1089	2117	644	261	719	304	482	366	288	197	665	252	472	409	337	146	253	56^	480	319
8.30 - 9.00				A	15.4	29	1198	2078	664	270	738	314	464	364	280	220	658	259	453	418	316	153	252	71^	430	292
COMEDY THEATRE	2	186	186	A	8.9	20	692	1795	752	318	806	181	371	402	382	361	548	223	307	300	214	194	185	112^	256	224
FRI. 8.30P 30 NBC CS		96	95	B	8.9	20	692																			
CRONKITE'S UNIVERSE	4	189	187	A	9.8	21	762	1537	650	226	682	146^	262	297	345	344	700	186	328	354	328	292	39v	7v	116^	56^
TUE. 8.00P 30 CBS DO		99	99	B	10.3	22	801																			
DALLAS	33	205	206	A	17.9	37	1393	1830	639	309	780	342	459	347	288	266	581	233	341	295	247	209	232	90	237	190
FRI. 10.00P 60 CBS GD		99	99	B	28.0	49	2178																			
10.00 - 10.30				A	17.6	36	1369	1824	641	311	792	347	464	354	294	270	583	231	339	298	248	213	214	84^	235	184
10.30 - 11.00				A	18.1	37	1408	1839	638	310	771	339	456	343	281	261	579	236	346	294	246	204	250	96	239	196
DIFF'RENT STROKES	33	205	208	A	17.3	32	1346	1808	662	221	705	197	356	331	288	314	495	195	303	223	174	182	254	116	354	280
WED. 9.00P 30 NBC CS		98	99	B	19.9	32	1548																			
DISNEY'S WONDERFUL WORLD	32	211	208	A	12.6	26	980	2256	574	269	704	361	492	397	232	165	659	316	487	402	271	140	280	84^	613	397
SUN. 7.00P 60 NBC FV		99	99	B	14.0	25	1089																			
CONT'D																										

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																																
DISNEY'S WONDERFUL-CONT'D																																
7.00 - 7.30										A	11.4	24	887	2300	598	282	736	370	515	416	248	173	649	299	467	389	276	147	299	86^	616	395
7.30 - 8.00										A	13.7	28	1066	2228	555	257	677	352	472	383	218	156	668	332	506	415	270	131	266	83^	617	398
DUKES OF HAZZARD							32	204	204	A	19.0	38	1478	2216	564	266	691	235	379	314	279	264	616	226	350	348	271	210	313	96	596	376
		FRI.	9.00P	60	CBS	CS		99	99	B	23.7	41	1844																			
9.00 - 9.30										A	17.7	36	1377	2176	549	248	670	228	367	309	274	250	594	213	337	332	265	203	323	101	589	372
9.30 - 10.00										A	20.4	41	1587	2231	575	281	705	238	386	319	282	272	630	237	357	355	272	219	299	90	597	377
DYNASTY							1		199	A	10.7	20	832	1597	785	253^	808	404	496	415	220^	240^	543	273^	366	267^	191^	119^	112^	71v	134^	106^
	2	WED.	8.00P	180	ABC	GD			99	B	10.7	20	832																			
8.00 - 8.30										A	9.5	20	739	1440	739	213^	739	292^	403	377	245^	258^	492	204^	274^	205^	169^	160^	125^	104^	84^	84^
8.30 - 9.00										A	9.9	20	770	1549	728	222^	728	350	401	347	164^	256^	513	212^	310	241^	175^	144^	154^	123^	154^	154^
9.00 - 9.30										A	10.9	20	848	1570	744	263^	800	420	477	356	168^	265^	487	240^	330	254^	184^	114^	94^	59v	189^	147^
9.30 - 10.00										A	11.5	21	895	1648	777	275	808	440	517	430	196^	223^	554	326	413	272	188^	103^	109^	73^	177^	128^
10.00 - 10.30										A	11.6	20	902	1684	851	256^	872	454	584	483	266	214^	610	342	440	320	202^	99^	93^	38v	109^	70^
10.30 - 11.00										A	11.0	20	856	1616	832	273^	855	433	555	466	272^	221^	570	294	397	289	207^	102^	109^	39v	82^	59v
EIGHT IS ENOUGH							14	190	197	A	9.1	21	708	1638	694	297	780	364	459	403	264	259	430	226	277	243	143^	108^	175	123^	253	150^
		SAT.	8.00P	60	ABC	CS		98	99	B	11.8	25	918																			
8.00 - 8.30										A	8.1	19	630	1608	666	285	747	337	425	392	263	256	440	220	281	240	159^	120^	175^	119^	246	139^
8.30 - 9.00										A	10.0	23	778	1665	716	308	806	385	483	412	264	262	422	233	274	247	129^	99^	174	127^	263	159
ENOS							6	182	187	A	11.3	27	879	1925	658	204	709	249	374	289	263	283	713	245	401	433	335	266	142	27v	361	265
		SAT.	8.00P	60	CBS	CS		98	95	B	10.8	25	840																			
8.00 - 8.30										A	10.8	26	840	1904	664	202	718	253	377	286	259	295	674	225	360	388	309	270	156	29v	356	249
8.30 - 9.00										A	11.7	27	910	1947	648	204	699	241	370	292	267	273	748	265	436	472	358	263	133	28v	367	278
FACTS OF LIFE							28	203	200	A	18.1	32	1408	1873	700	252	755	233	422	377	320	288	503	202	324	238	195	170	276	120	339	267
		WED.	9.30P	30	NBC	CS		99	99	B	18.9	30	1470																			
FANTASY ISLAND							35	201	197	A	13.7	29	1066	1795	692	292	766	346	476	431	297	227	609	255	392	324	275	189	189	101^	231	145
		SAT.	10.00P	60	ABC	A		99	99	B	19.2	36	1494																			
10.00 - 10.30										A	13.1	28	1019	1832	707	294	775	339	465	440	306	238	614	253	385	324	277	198	178	94^	265	159
10.30 - 11.00										A	14.3	31	1113	1752	677	290	758	354	485	424	287	217	598	254	395	323	270	177	197	106^	199	133
FLAMINGO ROAD							4	201	200	A	9.9	18	770	1808	730	236	879	282	409	335	327	394	608	214	319	277	246	257	168	60^	153^	97^
		MON.	9.00P	60	NBC	GD		99	99	B	10.5	19	817																			
9.00 - 9.30										A	9.8	18	762	1786	750	235	911	293	423	341	332	411	555	193	282	248	218	248	172	63^	148^	89^
9.30 - 10.00										A	10.0	17	778	1812	705	237	840	270	389	327	320	376	652	230	353	302	270	263	163	57^	157	103^
FLO							4	192	188	A	9.1	18	708	1419	675	218	727	176	318	318	360	334	518	111^	196	220	239	261	54^	26v	120^	76^
		TUE.	8.30P	30	CBS	CS		99	99	B	8.9	18	692																			
GABE & WALKER(S)									186	A	9.2	17	716	1736	579	259^	654	227^	355	356	286^	231^	682	237^	350	380	356	231^	241^	93^	159^	133^
	2	MON.	8.00P	60	ABC	U			97																							
8.00 - 8.30										A	8.9	17	692	1782	563	285^	634	213^	317^	339^	293^	233^	697	212^	332^	376	392	244^	275^	131^	176^	151^
8.30 - 9.00										A	9.5	18	739	1679	591	230^	668	237^	388	371	280^	227^	664	260^	366	380	321	219^	206^	56v	141^	115^
GAMES PEOPLE PLAY							4	183	189	A	7.6	16	591	1788	751	325	819	207	436	386	410	331	671	186^	406	382	365	215	102^	38v	196^	160^
		SAT.	10.00P	60	NBC	PV		95	96	B	8.1	18	630																			
10.00 - 10.30										A	7.6	16	591	1736	726	319	788	201^	425	370	387	316	649	172^	403	396	387	191^	105^	37v	194^	170^
10.30 - 11.00										A	7.6	16	591	1824	772	324	840	208	445	398	428	344	684	198^	405	367	338	237	102^	41v	198^	153^
HAPPY DAYS							33	208	204	A	15.0	31	1167	1941	581	238	689	382	507	345	241	138	443	270	320	248	140	92^	344	146	465	300
		TUE.	8.00P	30	ABC	CS		99	98	B	19.1	31	1486																			

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																															
HARPER VALLEY							23	188	188	A	10.5	25	817	1739	679	248	704	165	318	340	327	318	603	170	299	297	286	231	159	74^	273	227
		FRI.	8.00P	30	NBC	CS		96	96	B	14.5	27	1128																			
HART TO HART							29	206	205	A	19.1	36	1486	1859	677	221	748	294	495	415	378	197	608	290	418	353	236	147	210	93	293	237
		TUE.	10.00P	60	ABC	PD		99	99	B	19.4	32	1509																			
			10.00 - 10.30							A	18.8	35	1463	1901	697	234	768	306	511	425	382	202	609	291	421	348	238	147	213	88	311	247
			10.30 - 11.00							A	19.3	36	1502	1820	655	207	726	282	478	404	373	193	610	293	419	360	235	146	208	99	276	227
HILL STREET BLUES							11	200	203	A	11.2	21	871	1688	681	290	765	304	456	404	307	243	706	316	463	420	292	208	76^	39^	141	89^
		TUE.	9.00P	60	NBC	OP		95	99	B	12.7	22	988																			
			9.00 - 9.30							A	10.7	20	832	1654	676	277	761	298	442	379	299	261	690	320	447	404	264	213	66^	40^	137^	86^
			9.30 - 10.00							A	11.6	21	902	1722	684	302	770	308	470	428	315	227	723	317	482	440	315	200	83^	40^	146	92^
HOUSE CALLS							33	200	190	A	16.4	30	1276	1726	719	296	797	254	416	391	340	321	616	261	380	321	228	203	151	104	162	125
	1	MON.	9.30P	30	CBS	CS		99	99	B	21.0	32	1634																			
	2	MON.	8.30P	30																												
I'M A BIG GIRL NOW							31	199	193	A	11.6	26	902	1651	709	331	789	307	449	381	304	287	426	167	239	185	178	167	169	121^	267	170
		FRI.	8.30P	30	ABC	CS		96	97	B	14.5	26	1128																			
INCREDIBLE HULK							28	194	198	A	10.3	23	801	1853	499	242	611	215	333	287	250	224	574	170	304	302	295	194	253	99^	415	276
		FRI.	8.00P	60	CBS	SF		98	98	B	15.0	27	1167																			
			8.00 - 8.30							A	8.8	21	685	1844	504	247	640	212	349	292	272	241	573	155^	285	297	300	210	222	96^	409	280
			8.30 - 9.00							A	11.8	26	918	1847	494	236	586	211	318	282	234	211	569	177	312	301	288	185	277	100^	415	271
IT'S A LIVING							1		203	A	15.4	28	1198	1795	637	273	678	308	454	358	284	170^	488	232	296	271	195^	172^	270	114^	359	253
	2	TUE.	9.30P	30	ABC	CS			99	B	15.4	28	1198																			
JEFFERSONS							29	193	193	A	22.0	38	1712	1866	723	317	834	332	479	403	302	280	570	217	344	313	237	178	170	70^	292	216
		SUN.	9.30P	30	CBS	CS		99	99	B	22.1	34	1719																			
KNOTS LANDING							6		197	A	10.4	20	809	1776	654	303	780	279^	428	412	328	288^	534	176^	286^	268^	211^	227^	210^	100^	252^	179^
	2	THU.	10.00P	60	CBS	GD			97	B	12.5	23	973																			
			10.00 - 10.30							A	10.2	20	794	1820	663	304	781	273^	424	415	328	295^	548	173^	289^	280^	224^	235^	197^	102^	294^	218^
			10.30 - 11.00							A	10.7	21	832	1706	635	294	766	284^	423	401	320	276^	512	174^	275^	251^	194^	217^	219^	94^	209^	139^
LAST CONVERTIBLE							4	201	200	A	10.8	19	840	1799	732	285	844	266	453	437	423	306	623	243	371	308	275	223	232	130^	100^	71^
		MON.	10.00P	60	NBC	GD		99	99	B	11.7	21	910																			
			10.00 - 10.30							A	10.6	19	825	1825	729	287	834	257	438	418	406	317	620	235	370	299	274	228	271	161	100^	73^
			10.30 - 11.00							A	11.0	20	856	1755	725	277	844	273	466	453	434	290	619	252	372	314	269	214	194	101^	98^	70^
LAVERNE & SHIRLEY							32	210	204	A	14.8	30	1151	1956	526	227	636	375	493	344	198	108	522	276	387	352	199	98^	278	116	520	352
		TUE.	8.30P	30	ABC	CS		99	98	B	19.1	31	1486																			
LITTLE HOUSE-PRAIRIE							37	217	217	A	13.0	25	1011	1861	789	311	903	317	454	359	320	395	467	153	259	236	210	180	171	95^	320	215
		MON.	8.00P	60	NBC	GD		99	99	B	19.9	31	1548																			
			8.00 - 8.30							A	12.1	24	941	1800	780	312	886	297	429	333	306	402	450	142	248	232	210	175	157	83^	307	201
			8.30 - 9.00							A	13.9	27	1081	1903	794	307	912	329	472	380	334	385	479	160	264	238	213	184	181	103^	331	230
LOBO							23	201	187	A	10.4	21	809	1697	631	226	711	189	340	311	324	305	624	166	324	313	295	271	96^	36v	266	195
		TUE.	8.00P	60	NBC	A		96	95	B	15.1	25	1175																			
			8.00 - 8.30							A	9.6	20	747	1667	649	219	730	190	336	305	321	322	618	152^	297	290	298	300	64^	21v	255	188
			8.30 - 9.00							A	11.2	22	871	1712	613	227	694	187	341	315	325	293	623	179	347	328	290	242	120^	48^	275	200
LOU GRANT							31	200		A	13.8	25	1074	1643	761	317	843	279	473	458	380	285	606	238	365	341	245	199^	117^	73^	77^	59^
	1	MON.	10.00P	60	CBS	GD		99		B	18.5	31	1439																			
CONT'D																															

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1981 REPORT

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

Program Name	WK #	Day	Start Time	Dur	Net	Prog. Type	T/C This Season	No. of Stations & Program Coverage WK 1	WK 2	Key	Household Avg. Aud. %	Share %	Avg. Aud. (0,000)	Total Persons (2+)	Lady of House	Working Wom.	Women Total	Women 18-34	Women 18-49	Women 25-54	Women 35-64	Women 55+	Men Total	Men 18-34	Men 18-49	Men 25-54	Men 35-64	Men 55+	Teens (12-17) Total	Teens Fem.	Children (2-11) Total	Children 6-11
EVENING CONT'D																																
LOU GRANT-CONT'D																																
			10.00 - 10.30							A	13.8	25	1074	1667	747	309	840	260	465	454	398	288	585	237	362	330	245	182^	144^	94^	98^	70^
			10.30 - 11.00							A	13.8	26	1074	1611	773	326	843	298	477	460	360	279	625	240	367	350	240	216^	89^	50v	54v	46v
LOVE BOAT							37	203	196	A	14.2	31	1105	1795	733	286	801	309	417	359	258	327	537	183	289	257	205	221	165	83^	292	201
		SAT.	9.00P	60	ABC	CS		99	99	B	22.0	39	1712																			
			9.00 - 9.30							A	13.6	30	1058	1784	739	290	801	310	414	361	259	326	524	180	283	259	198	212	158	79^	301	214
			9.30 - 10.00							A	14.9	32	1159	1783	720	280	792	305	414	349	251	327	542	183	290	251	207	227	170	86^	279	187
MAGNUM, P.I.							25	201	199	A	14.1	27	1097	1804	630	240	754	245	357	350	299	320	536	146	281	270	267	233	217	102^	297	227
		THU.	9.00P	60	CBS	PD		99	98	B	19.1	31	1486																			
			9.00 - 9.30							A	12.8	25	996	1820	621	227	744	245	349	333	288	322	533	147	286	271	266	231	232	110^	311	232
			9.30 - 10.00							A	15.3	28	1190	1790	639	249	766	247	367	365	311	319	537	145	276	271	267	234	201	92^	286	221
M*A*S*H							33	204	192	A	18.0	34	1400	1748	700	313	787	275	435	421	342	287	683	323	430	353	233	215	133	100	145	101
	1	MON.	9.00P	30	CBS	CS		99	99	B	23.8	36	1852																			
	2	MON.	8.00P	30																												
MISS UNIVERSE PAGEANT(S)									196	A	25.4	44	1976	1780	716	264	833	247	430	406	342	346	580	212	338	299	238	204	182	122	185	135
	2	MON.	9.00P	135	CBS	AC			99																							
			9.00 - 9.30							A	21.2	38	1649	1754	679	261	790	225	386	376	303	351	562	197	328	300	235	192	189	137^	213	164
			9.30 - 10.00							A	24.1	41	1875	1775	715	267	822	233	412	399	346	355	582	201	336	303	255	206	176	130	195	143
			10.00 - 10.30							A	26.4	45	2054	1865	736	280	854	263	450	413	349	348	592	215	342	302	244	213	196	129	223	151
			10.30 - 11.00							A	28.3	48	2202	1764	726	269	847	261	452	411	348	342	575	225	337	289	219	205	177	108	165	119
MORK & MINDY							34	202	194	A	12.8	29	996	1739	588	282	708	353	506	393	282	151	513	290	396	339	202	89^	169	96^	349	224
		THU.	8.00P	30	ABC	CS		98	97	B	16.0	27	1245																			
MY OLD MAN(S)									188	A	14.2	26	1105	1675	731	271	804	191^	453	435	426	298	534	134^	278	302	268	197^	178^	109^	159^	137^
	2	TUE.	9.00P	120	CBS	GD			99																							
			9.00 - 9.30							A	12.0	22	934	1656	677	254	789	172^	405	378	387	337	564	112^	258	303	293	235^	189^	102^	114^	104^
			9.30 - 10.00							A	13.3	24	1035	1670	738	283	819	191^	455	421	426	319	538	112^	252	285	281	219^	170^	87^	143^	121^
			10.00 - 10.30							A	15.3	28	1190	1718	751	266	800	194^	471	460	447	271	533	141^	292	313	268	182^	188^	133^	197^	171^
			10.30 - 11.00							A	16.0	30	1245	1664	753	284	814	207	475	472	439	278	514	163^	298	307	240	168^	168^	110^	168^	143^
NBC FRIDAY NIGHT MOVIE							5	195		A	12.2	25	949	1587	780	263	857	294	473	417	393	327	470	173^	251	224^	188^	171^	143^	86^	117^	63v
	1	FRI.	9.00P	120	NBC	FF		98		B	9.9	20	770																			
			9.00 - 9.30							A	10.4	22	809	1601	760	264^	859	296	442	395	359	352	479	181^	256^	206^	184^	191^	155^	100^	108^	52v
			9.30 - 10.00							A	11.7	23	910	1519	734	262	825	295	435	380	369	332	471	187^	260	200^	173^	179^	132^	79^	91^	37v
			10.00 - 10.30							A	13.2	26	1027	1608	798	252	860	288	487	429	415	320	455	154^	243	230^	196^	159^	149^	84^	144^	77^
			10.30 - 11.00							A	13.6	27	1058	1592	810	272	871	295	513	452	417	304	463	165^	237	243	191^	158^	139^	80^	119^	78^
NBC MAGAZINE							10	195		A	9.4	21	731	1465	589	132^	693	78v	215^	269^	307^	387	582	170^	302^	293^	236^	259^	110^	46v	80v	21v
	1	THU.	8.00P	60	NBC	DN		97		B	10.9	22	848																			
			8.00 - 8.30							A	9.5	22	739	1432	569	126^	692	62v	191^	252^	296^	411	594	191^	305^	288^	229^	267^	96^	36v	50v	14v
			8.30 - 9.00							A	9.3	20	724	1483	604	139^	687	91^	236^	286^	314^	359	567	150^	294^	294^	239^	254^	123^	55v	106^	29v
NBC NEWS UPDATE-M-F							197	176	174	A	10.5	21	817	1737	713	266	775	219	362	328	327	351	566	175	291	273	238	231	150	73	246	189
	1	M-F	8.58P	1	NBC	N		91	92	B	15.4	25	1198																			
	2	MTUWF	8.58P	1																												
	2	THU.	9.02P	1																												
NBC NEWS UPDATE-SAT.							40	185	185	A	8.6	19	669	1886	815	275	964	358	547	413	362	349	618	143^	317	283	279	283	93^	29v	211	179^
		SAT.	8.58P	1	NBC	N		94	94	B	12.3	22	957																			

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
NBC NEWS UPDATE-SUN.	40	181	182	A	13.0	24	1011	2077	703	309	785	332	484	384	287	245	675	274	440	405	301	181	200	63^	417	288
SUN. 8.58P 1 NBC N		93	94	B	18.0	28	1400																			
NBC NEWS UPDATE-2-M-F	45	183	181	A	10.0	18	778	1731	679	281	758	253	407	360	315	299	550	238	349	296	212	177	195	94	228	180
1 TUE. 9.58P 1 NBC N		90	91	B	12.2	20	949																			
1 THU. 9.47P 1																										
2 MWF 9.58P 1																										
NBC NEWS UPDATE-2-SAT.	11	164		A	7.9	17	615	1855	761	376^	761	221^	390	300^	430	318^	696	162^	416	414	493	237^	122^	69v	276^	248^
1 SAT. 9.58P 1 NBC N		87		B	9.0	17	700																			
NBC NEWS UPDATE-2-SUN.	8		189	A	10.4	18	809	2226	718	189^	788	259^	555	543	412	178^	812	309	530	452	368	222^	261^	118^	365	244^
2 SUN. 9.58P 1 NBC N			92	B	13.1	21	1019																			
NBC NIGHTLY NEWS-SAT.	36	160	153	A	5.7	15	443	1549	566	174^	650	90^	180^	179^	244^	422	725	172^	315	298	332	354	92^	61v	82^	51v
SAT. 6.30P 30 NBC N		86	85	B	8.7	18	677																			
NBC NIGHTLY NEWS-SUN.	31	162	163	A	6.0	15	467	1771	540	97^	662	133^	262	199^	267	377	813	283	462	429	372	301	226^	100^	70^	70^
SUN. 6.30P 30 NBC N		84	84	B	7.6	15	591																			
NBC NIGHTLY NEWS	197	208	208	A	9.4	21	731	1490	660	180	719	107	202	243	331	438	668	131	245	241	310	385	47^	38^	56^	46^
M-F 6.30P 30 NBC N		99	99	B	12.2	23	949																			
NBC THURSDAY NIGHT MOVIES	32	195	188	A	10.7	21	832	1709	763	342	823	263	478	388	386	297	579	188	304	284	270	215	140^	64^	167	138^
1 THU. 9.00P 120 NBC FF		97	95	B	15.2	26	1183																			
2 THU. 8.00P 180																										
8.00 - 8.30				A	9.0	20	700	1634	769	367	825	268^	444	339	356	333^	620	156^	298^	269^	282^	290^	113^	40v	76v	76v
8.30 - 9.00				A	9.8	20	762	1587	690	359	771	243^	438	295^	322	316	627	124^	265^	273^	332	290^	94^	45v	95^	95^
9.00 - 9.30				A	8.8	17	685	1597	759	331	821	225	415	310	382	367	567	166^	278	275	262	234	115^	50^	94^	73^
9.30 - 10.00				A	9.3	17	724	1591	747	355	811	235	451	362	403	317	549	148^	263	256	269	235	120^	63^	111^	103^
10.00 - 10.30				A	12.7	24	988	1818	763	350	823	285	518	433	397	250	594	236	342	307	260	180	163	77^	238	187
10.30 - 11.00				A	13.5	26	1050	1811	790	322	844	294	529	456	396	257	565	219	324	290	254	177	165	78^	237	190
NERO WOLFE	7	190	194	A	10.1	19	786	1557	709	244	797	268	425	444	316	286	615	240	402	356	269	195	35v	LT	110^	45^
TUE. 10.00P 60 NBC PD		96	95	B	10.8	19	840																			
10.00 - 10.30				A	9.9	18	770	1596	713	241	802	273	419	451	316	288	627	237	413	375	281	193	32v	LT	135^	62^
10.30 - 11.00				A	10.2	19	794	1516	710	242	794	259	431	437	319	289	605	243	390	339	258	198	37v	LT	80^	25v
NEWSBREAK-M-F	175	173	172	A	10.5	21	817	1715	624	261	722	231	362	331	309	299	573	191	317	298	265	206	189	78	231	156
M-F 8.58P 1 CBS N		92	91	B	14.9	24	1159																			
NEWSBREAK-SAT.	36	173	176	A	10.7	24	832	1916	648	218	707	241	375	305	303	272	765	278	445	490	368	257	140^	37^	304	205
SAT. 8.58P 1 CBS N		94	92	B	12.1	21	941																			
NEWSBREAK-SUN.	36	178	178	A	15.8	29	1229	1773	668	255	765	297	421	360	265	299	601	192	325	328	273	218	136	79^	271	205
SUN. 8.58P 1 CBS N		94	94	B	18.9	29	1470																			
OMNIBUS(S)		194		A	4.5	9	350	1569	722	611^	939	414^	622^	478^	365^	262^	452^	160v	209^	206^	157v	218^	47v	26v	131v	81v
1 SUN. 7.00P 60 ABC FV		98																								
7.00 - 7.30				A	4.6	10	358	1405	687	570^	891	421^	579^	420^	294^	267^	342^	130v	130v	127v	97v	184^	63v	47v	109v	67v
7.30 - 8.00				A	4.4	9	342	1711	751	649^	976	403^	664^	532^	432^	252^	560^	192^	291^	285^	216^	247^	20v	LT	155v	94v
ONE DAY AT A TIME	27	199	199	A	16.0	30	1245	1750	697	243	784	302	418	362	263	319	616	210	322	318	247	238	112	69^	238	178
SUN. 8.30P 30 CBS CS		99	99	B	19.8	31	1540																			
QUINCY, M.E.	31	210	208	A	16.8	30	1307	1673	679	258	765	275	501	447	344	207	611	263	419	353	244	162	152	72^	145	108
CONT'D																										

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
QUINCY, M.E.-CONT'D																										
WED. 10.00P 60 NBC OP		99	99	B	17.5	30	1362																			
10.00 - 10.30				A	16.4	29	1276	1694	680	260	768	273	498	447	346	209	610	258	418	357	250	161	154	73^	162	115
10.30 - 11.00				A	17.2	31	1338	1637	677	255	758	275	501	444	341	204	609	267	414	347	234	165	146	69^	124	98
REAL PEOPLE	41	212	213	A	15.1	31	1175	1677	616	202	690	172	281	267	272	350	624	215	309	275	214	272	107	63^	256	196
WED. 8.00P 60 NBC PV		99	99	B	19.8	33	1540																			
8.00 - 8.30				A	14.5	31	1128	1642	617	200	688	164	269	261	276	360	636	222	306	274	207	286	97^	65^	221	170
8.30 - 9.00				A	15.7	31	1221	1705	615	200	691	179	295	272	270	338	610	208	309	275	218	257	116	58^	288	221
RONA BARRETT-TODAY'S-RICH(S)			189	A	11.1	23	864	1697	734	308	812	207^	390	426	392	324	585	249^	360	354	221^	178^	222^	113^	78^	57v
2 FRI. 10.00P 60 NBC CC			97																							
10.00 - 10.30				A	11.7	24	910	1768	741	301	815	214^	383	412	380	331	601	272	378	366	212^	179^	266	128^	86^	61v
10.30 - 11.00				A	10.5	22	817	1601	726	316	807	200^	396	437	401	317	560	219^	334	338	226^	176^	169^	93^	65v	49v
60 MINUTES	42	201	206	A	20.5	43	1595	1628	705	245	777	194	349	320	343	380	784	246	408	368	359	315	41^	28^	26^	13v
SUN. 7.00P 60 CBS DN		99	99	B	24.9	42	1937																			
7.00 - 7.30				A	19.7	42	1533	1627	698	248	776	187	345	324	345	381	774	229	390	361	360	322	48^	30^	29^	14v
7.30 - 8.00				A	21.2	43	1649	1630	709	242	774	198	348	318	344	377	797	260	423	377	361	310	37^	27^	22^	9v
STEVE ALLEN COMEDY HOUR(S)			188	A	9.9	20	770	1690	700	337	791	208^	341	384	392	336	566	282^	358	329	179^	166^	185^	90^	148^	106^
2 FRI. 9.00P 60 NBC CV			97																							
9.00 - 9.30				A	10.3	21	801	1707	756	366	838	223^	363	396	396	372	557	280^	354	316	179^	161^	166^	88^	146^	99^
9.30 - 10.00				A	9.4	19	731	1672	644	304^	741	188^	316^	375	388	299^	580	287^	368	347	179^	171^	201^	92^	150^	113^
TAXI	23	202	201	A	16.0	30	1245	1924	683	334	778	337	549	466	364	175	689	335	497	431	273	144	211	102	246	169
THU. 9.30P 30 ABC CS		98	98	B	16.7	27	1299																			
THOSE AMAZING ANIMALS	27		186	A	5.0	10	389	2360	846	287^	1003	321^	571^	498^	366^	361^	906	288^	562^	621	472^	231^	331^	116v	120v	120v
2 SUN. 7.00P 60 ABC PV			97	B	13.0	21	1011																			
7.00 - 7.30				A	4.9	11	381	2451	852	252^	1015	331^	605^	517^	387^	339^	956	321^	613^	652	486^	230^	348^	133v	132v	132v
7.30 - 8.00				A	5.1	10	397	2244	837	318^	983	310^	536^	478^	341^	379^	848	256^	511^	588^	453^	227^	308^	97v	105v	105v
THREE'S COMPANY	33	205	206	A	17.7	33	1377	1950	596	265	677	267	458	362	314	180	534	238	371	320	226	134	236	92	503	362
TUE. 9.00P 30 ABC CS		99	99	B	21.2	33	1649																			
TIM CONWAY SHOW	6	189		A	13.3	26	1035	1782	688	275	761	186^	371	362	408	331	693	251	393	411	329	234	106^	25v	222^	146^
1 MON. 8.30P 30 CBS CV		99		B	13.7	26	1066																			
TOO CLOSE FOR COMFORT	29	205		A	19.7	36	1533	1946	625	265	707	230	444	358	360	232	592	261	419	364	253	117^	194	74^	453	326
1 TUE. 9.30P 30 ABC CS		99		B	20.1	31	1564																			
TRAPPER JOHN, M.D.	26	194	194	A	20.5	37	1595	1860	754	323	896	394	532	439	298	286	549	222	331	293	219	168	211	92	204	171
SUN. 10.00P 60 CBS GD		99	99	B	20.0	33	1556																			
10.00 - 10.30				A	20.7	37	1610	1886	765	329	907	400	541	443	296	290	549	226	334	300	215	164	214	89	216	186
10.30 - 11.00				A	20.4	38	1587	1817	740	316	880	389	520	431	293	280	544	213	324	286	222	171	205	93	188	154
20/20	37	200	196	A	17.7	34	1377	1785	730	300	816	345	552	467	374	204	643	263	432	398	298	157	216	104	110	98
THU. 10.00P 60 ABC DN		99	99	B	17.3	30	1346																			
10.00 - 10.30				A	17.8	34	1385	1814	726	307	813	348	548	452	367	207	662	274	450	412	307	157	214	102	125	107
10.30 - 11.00				A	17.5	34	1362	1756	737	292	822	343	559	481	384	202	622	251	413	385	290	156	216	104	96	87^
WALTONS	10	198	189	A	9.5	21	739	1667	713	199	791	231	338	315	272	410	565	144^	257	268	245	270	121^	71^	190	120^
THU. 8.00P 60 CBS GD		99	96	B	11.6	23	902																			
8.00 - 8.30				A	8.9	20	692	1623	720	209	784	225	318	310	265	419	571	148^	256	279	240	266	106^	64^	162^	92^
8.30 - 9.00				A	10.2	21	794	1674	700	184	786	235	347	312	271	397	547	135^	251	252	243	270	129^	72^	212	140^

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1981 REPORT

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
EVENING CONT'D																										
WHITE SHADOW	4	183	187	A	9.3	19	724	1791	620	383	795	355	507	396	290	243	476	200	302	267	192	132^	284	54^	236	166^
WED. 8.00P 60 CBS GD		96	98	B	8.8	18	685																			
8.00 - 8.30				A	8.4	18	654	1745	654	383	819	351	503	394	288	269	487	194	293	272	192	150^	230	42v	209	165^
8.30 - 9.00				A	10.2	20	794	1810	586	379	767	358	507	390	283	221	457	202	304	262	189	112^	329	64^	257	164
WKRP IN CINCINNATI	6	193		A	13.7	28	1066	1810	692	267	778	172^	347	334	414	375	729	273	450	428	347	233	117^	17v	186^	117^
1 MON. 8.00P 30 CBS CS		99		B	13.0	27	1011																			
•LATE FRINGE																										
ABC NEWS:NIGHTLINE	116	190	190	A	7.1	21	552	1433	616	208	650	195	345	330	339	239	630	223	362	333	281	219	109	51^	44^	38^
1 M-TH 11.30P 30 ABC N		97	97	B	7.4	22	576																			
1 FRI. 11.30P 37																										
2 M-F 11.30P 30																										
11.30 - 12.00				A	7.0	20	545	1442	621	213	656	196	348	330	343	244	642	221	367	339	291	225	104^	50^	40^	36^
ABC WEEKEND REPORT-SAT.	39	173	173	A	6.7	15	521	1466	572	306	604	148^	293	336	349	212^	649	167^	387	431	347	205^	137^	78^	76^	76^
SAT. 11.00P 15 ABC N		93	93	B	7.6	16	591																			
ABC WEEKEND REPORT-SUN.	40	172	165	A	4.1	11	319	1605	641	226^	678	180^	361^	379	363^	251^	720	250^	492	438	345^	213^	90v	LT	117^	101^
1 SUN. 11.00P 15 ABC N		93	92	B	5.2	13	405																			
2 SUN. 11.51P 15																										
CBS NEWS SPEC.RPT 11.30P(S)			179	A	6.0	19	467	1332	531	216^	555	120v	323^	386^	319^	169^	681	402^	532	443^	198^	103v	70v	34v	26v	26v
2 TUE. 11.30P 35 CBS N			96																							
11.30 - 12.00				A	6.0	18	467	1323	533	208^	556	119v	327^	388^	325^	168^	671	392^	520	423^	197^	107v	73v	39v	23v	23v
CBS SUNDAY NEWS-OSGOOD	42	129	129	A	6.9	15	537	1408	639	287	695	276	431	426	270	223^	504	176^	268	286	234	174^	108^	9v	101^	90^
SUN. 11.00P 15 CBS N		71	71	B	7.8	16	607																			
CHARLIE'S ANGELS-12.00	26	169	167	A	4.2	19	327	1125	596	262^	693	303^	488	410	342^	149^	302^	174^	226^	134^	95^	46v	111^	43v	19v	19v
THU. 12.00M 69 ABC PD		94	92	B	4.1	19	319																			
12.00 - 12.30				A	4.3	17	335	1161	594	253^	656	268^	420	373	344^	170^	342^	168^	222^	152^	128^	70v	122^	60v	41v	41v
12.30 - 1.00				A	4.2	21	327	1116	584	285^	740	380	566	425	318^	125^	284^	192^	229^	113^	58v	34v	92v	36v	LT	LT
FANTASY ISLAND-12.00	25	165	166	A	3.9	17	303	1188	502	126^	591	238^	337^	250^	251^	205^	301^	159^	198^	148^	105^	97v	171^	132^	125^	79v
MON. 12.00M 68 ABC A		94	93	B	3.4	16	265																			
12.00 - 12.30				A	3.9	14	303	1257	568	139^	617	241^	357^	317^	277^	195^	359^	158^	207^	172^	122^	134^	231^	168^	50v	50v
12.30 - 1.00				A	4.0	19	311	1190	498	145^	604	228^	319^	211^	270^	238^	257^	145^	183^	136^	112^	74v	149^	122^	180^	103^
FRIDAYS	12	183	183	A	5.5	22	428	1605	502	280^	611	313	462	342	255^	94^	595	433	547	372	145^	34v	295	105^	104^	104^
1 FRI. 12.07A 69 ABC GV		96	96	B	5.8	22	451																			
2 FRI. 12.00M 70																										
12.00 - 12.30				A	6.0	21	467	1619	563	332	670	322	495	367	295	120^	552	347	488	375	179^	47v	313	85^	84^	84^
12.30 - 1.00				A	5.4	23	420	1667	449	233^	578	303	450	320	233^	83^	622	460	569	400	140^	38v	329	151^	138^	138^
LATE MOVIE I	182	159	158	A	6.0	21	467	1490	562	236	656	273	416	413	314	146	549	300	428	365	204	94^	174	66^	111^	102^
1 MON. 11.30P 71 CBS FF		88	88	B	6.3	22	490																			
1 TUE. 11.30P 79																										
WED. 11.30P 78																										
1 THU. 11.30P 72																										
1 FRI. 11.30P 73																										
2 MON. 11.45P 71																										
2 TUE. 12.05A 71																										
2 THU. 11.30P 73																										

CONT'D

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1981 REPORT

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
LATE MOVIE I-CONT'D																										
2 FRI. 11.30P 72																										
11.30 - 12.00				A	6.6	19	513	1509	574	261	669	292	429	404	311	154	529	270	394	326	207	111^	198	74^	113^	99^
12.00 - 12.30				A	5.9	22	459	1473	559	225	649	272	415	427	311	135	549	297	433	372	208	90^	162	61^	113^	107^
12.30 - 1.00				A	5.2	25	405	1316	486	168^	515	96^	250^	343	318	172^	669	411	552	550	203^	72v	90^	47v	42v	42v
LATE MOVIE II	175	159	159	A	4.2	24	327	1349	441	144^	545	202	318	345	278	126^	543	260	425	354	259	85^	156^	64^	105^	95^
1 MON. 12.41A 43 CBS FF		88	88	B	4.4	25	342																			
1 TUE. 12.49A 41																										
1 WED. 12.48A 38																										
1 THU. 12.42A 43																										
1 FRI. 12.43A 46																										
2 MON. 12.56A 44																										
2 TUE. 1.16A 45																										
2 WED. 12.48A 40																										
2 THU. 12.43A 43																										
2 FRI. 12.42A 43																										
1.00 - 1.30				A	4.3	26	335	1290	431	126^	527	191	296	331	266	127^	514	221	394	309	272	91^	148^	62^	101^	92^
1.30 - 2.00				A	3.0	22	233	1142	284^	69v	322^	86v	176v	219v	189v	103v	661^	464^	541^	601^	163v	60v	133v	21v	26v	26v
LOVE BOAT-12.00	27	172	170	A	5.4	23	420	1305	605	192^	650	257^	424	324	300	169^	421	250^	319	191^	131^	74^	186^	88^	48v	41v
WED. 12.00M 68 ABC CS		94	93	B	4.8	22	373																			
12.00 - 12.30				A	5.6	21	436	1404	581	202^	615	239^	387	293	278	177^	487	271^	361	223^	166^	94^	256^	89^	46v	37v
12.30 - 1.00				A	5.4	25	420	1279	645	205^	698	281^	474	359	332	160^	403	246^	310	181^	119^	65v	126^	76^	52v	46v
NBC LATE NIGHT MOVIE	34	67	65	A	1.8	7	140	1100	457^	93v	457^	171v	185v	214v	200v	215v	578^	299^	413^	351^	186v	157v	65v	LT	LT	LT
1 SUN. 11.30P 104 NBC FF		45	45	B	2.1	9	163																			
2 SUN. 11.30P 75																										
11.30 - 12.00				A	1.9	6	148	1277	479^	128v	486^	169v	223^	284^	243^	202v	689^	317^	499^	486^	284^	162v	102v	LT	LT	LT
12.00 - 12.30				A	2.0	8	156	1186	487^	109v	487^	199^	199^	270^	211^	198^	615^	339^	486^	384^	179v	129v	84v	LT	LT	LT
12.30 - 1.00				A	1.4	7	109	1284^	614^	101v	614^	247v	247v	109v	257v	367v	670^	376v	376v	229v	111v	294v	LT	LT	LT	LT
SATURDAY NIGHT	39	202	197	A	8.6	27	669	1849	573	296	694	390	499	361	237	152^	684	434	595	420	222	61^	331	187	140^	110^
1 SAT. 11.30P 78 NBC GV		98	97	B	9.5	29	739																			
2 SAT. 11.30P 77																										
11.30 - 12.00				A	9.0	26	700	1940	609	272	727	380	526	384	279	157^	681	388	568	445	239	89^	327	185	205	182
12.00 - 12.30				A	8.8	28	685	1815	582	315	695	397	493	360	227	156^	673	470	593	381	191	43v	371	197	76^	52^
SCTV NETWORK/90	8	196	194	A	3.1	16	241	1062	348^	153^	373^	137^	203^	191^	170^	128^	477^	278^	365^	253^	170^	83v	183^	116v	29v	29v
FRI. 12.30A 90 NBC GV		98	98	B	3.4	18	265																			
12.30 - 1.00				A	3.7	16	288	1257	468	197^	510	167^	226^	222^	197^	225^	597	323^	448	347^	209^	114^	125^	76v	25v	25v
1.00 - 1.30				A	3.1	16	241	892	261^	120v	294^	137^	178^	149^	124v	91v	407^	258^	312^	183^	149^	70v	162^	87v	29v	29v
1.30 - 2.00				A	2.4	15	187	1032	299^	134v	315^	107v	230^	219^	208^	48v	368^	224^	299^	198^	144v	42v	311^	230^	38v	38v
TOMORROW COAST TO COAST-1	156	191	191	A	3.4	16	265	1147	491	117^	506	167^	257	267	230	181^	544	284	424	328	188^	105^	63^	37v	34v	34v
M-TH 12.30A 30 NBC CC		97	97	B	3.8	20	296																			
TOMORROW COAST TO COAST-2	156	192	192	A	2.3	15	179	944	408	95^	419	145^	190^	212^	191^	173^	525	302^	436	325^	173^	78v	LT	LT	LT	LT
1 MON. 1.00A 49 NBC CC		97	97	B	2.5	19	195																			
1 TU-TH 1.00A 45																										
2 M & TU 1.00A 45																										
2 W & TH 1.00A 50																										
1.00 - 1.30				A	2.4	15	187	1021	429	96^	439	155^	203^	225^	193^	177^	582	325	480	370	203^	85^	LT	LT	LT	LT
1.30 - 2.00				A	2.3	18	179	1190	637^	213^	637^	252^	252^	263^	257^	207^	553^	374^	458^	229^	151v	95v	LT	LT	LT	LT

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LATE FRINGE CONT'D																											
TONIGHT SHOW		197	212	211	A	7.0	23	545	1338	624	202	681	238	360	324	287	259	531	242	341	285	198	166	97^	31^	29^	28v
M-F 11.30P 60 NBC	GV		99	99	B	7.4	25	576																			
11.30 - 12.00					A	7.7	23	599	1397	651	215	713	256	386	339	292	267	545	229	331	288	221	186	99	28^	40^	39^
12.00 - 12.30					A	6.2	23	482	1259	589	180	639	216	324	305	275	251	521	265	361	282	173	141	87^	33^	12v	12v
TUESDAY MOVIE-WEEK-PART 1		25	163	162	A	3.9	17	303	1469	726	86v	795	254^	617	501	479	151^	391^	155^	291^	248^	205^	64v	165^	112^	118^	118^
TUE. 12.00M 71 ABC	FF		90	90	B	4.1	19	319																			
12.00 - 12.30					A	4.0	15	311	1608	806	151^	868	280^	650	586	530	160^	444	180^	341^	261^	238^	71v	178^	142^	118^	118^
12.30 - 1.00					A	3.9	19	303	1337	647	42v	719	234^	584	422	427	135^	321^	113^	229^	221^	179^	53v	165^	102^	132^	132^
TUESDAY MOVIE-WEEK-PART 2		25	163	162	A	3.6	22	280	1386	668	18v	743	275^	618	472	400^	125^	407^	200^	315^	258^	171^	56v	157^	75v	79v	79v
1 TUE. 1.11A 19 ABC	FF		90	90	B	3.6	24	280																			
2 TUE. 1.11A 16																											
•WEEKDAY DAYTIME																											
ABC DAYTIME NEWSBRIEF-M-F		197	175	175	A	9.2	31	716	1423	738	262	858	507	655	468	265	158	155	69^	109	92	77^	19v	240	198	170	136
M-F 1.57P 2 ABC	N		93	93	B	8.5	30	661																			
ALICE-M-F		185	168	167	A	8.0	34	622	1741	507	127	559	254	346	273	200	168	245	101	122	71^	89^	111	286	154	651	487
M-F 10.30A 30 CBS	CS		92	92	B	6.1	29	475																			
ALL MY CHILDREN		196	200	199	A	9.8	33	762	1459	744	247	861	476	639	457	293	172	184	79	123	103	86	35^	232	184	182	150
M-F 1.00P 60 ABC	DD		99	99	B	9.0	33	700																			
1.00 - 1.30					A	9.4	32	731	1451	738	232	844	457	624	453	296	171	186	80^	124	104	86	35^	240	185	181	150
1.30 - 2.00					A	10.3	35	801	1439	738	258	861	485	645	452	287	170	174	76	120	99	81	30^	223	183	181	148
ANOTHER WORLD		194	204	204	A	4.5	16	350	1363	756	168	891	331	436	388	342	395	192	41v	86^	76^	97^	98^	106^	66^	174	137^
M-F 2.00P 60 NBC	DD		98	98	B	5.0	18	389																			
2.00 - 2.30					A	4.5	16	350	1360	754	159^	891	323	426	381	342	405	194	41v	90^	80^	96^	99^	97^	60^	178	137^
2.30 - 3.00					A	4.4	15	342	1363	771	176	898	342	454	403	345	383	176	35v	76^	69^	88^	92^	114^	73^	175	141^
AS THE WORLD TURNS		30	194	194	A	6.8	23	529	1336	732	128	840	180	381	378	391	396	244	53^	97^	60^	104^	140	144	110^	108^	84^
M-F 1.30P 60 CBS	DD		99	99	B	6.6	23	513																			
1.30 - 2.00					A	6.6	22	513	1302	728	132	832	185	366	357	360	409	248	53^	91^	48^	105^	156	122	92^	100^	76^
2.00 - 2.30					A	7.1	24	552	1330	725	120	834	175	391	391	409	378	230	50^	95^	65^	96^	124	159	123	107	83^
BLOCKBUSTERS		177	148	148	A	3.7	16	288	1500	653	132^	774	249	347	270	290	393	261	93^	143^	116^	95^	118^	90^	24v	375	282
M-F 10.30A 30 NBC	QG		85	85	B	3.7	17	288																			
CAPTAIN KANGAROO		191	175	175	A	2.3	13	179	1508	302^	84v	330	101^	173^	200^	200^	85v	113^	LT	57v	57v	55v	56v	66v	28v	999	458
M-F 8.00A 60 CBS	C		97	97	B	2.7	14	210																			
8.00 - 8.30					A	1.9	12	148	1480	304^	88v	331^	108^	168^	216^	189^	81v	95v	LT	LT	LT	LT	74v	60v	LT	994	405
8.30 - 9.00					A	2.6	14	202	1535	288^	69v	307	89^	165^	178^	198^	80^	109^	LT	69v	69v	71v	40v	70v	34v	1049	520
CARD SHARKS		196	135	135	A	3.0	11	233	1605	667	99^	710	194^	323	310	278	344	331	87^	164^	146^	107^	167^	186^	119^	378	335
M-F 12.00N 30 NBC	QG		70	70	B	3.1	12	241																			
DAYS OF OUR LIVES		196	207	207	A	5.7	19	443	1395	749	164	888	292	399	350	344	450	252	67^	99^	87^	108^	146	81^	56^	174	129^
M-F 1.00P 60 NBC	DD		99	99	B	5.6	20	436																			
1.00 - 1.30					A	5.5	19	428	1383	741	161	878	281	379	327	336	465	278	70^	101^	87^	119^	168	70^	49^	157	114^
1.30 - 2.00					A	5.8	20	451	1406	756	165	895	303	419	369	352	435	229	63^	99^	87^	100^	126^	91^	64^	191	144
DOCTORS		195	180	180	A	3.6	13	280	1604	775	132^	861	279	404	358	324	425	293	93^	146^	128^	128^	147^	171^	86^	279	226
M-F 12.30P 30 NBC	DD		88	88	B	3.7	15	288																			

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											AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WEEKDAY DAYTIME CONT'D																													
EDGE OF NIGHT				184	155	156	A	5.2	18	405	1565	624	202	780	373	492	387	261	249	257	133^	176	116^	99^	48^	278	224	250	205
M-F	4.00P	30	ABC	DD	82	82	B	4.9	16	381																			
FAMILY FEUD				197	180	181	A	8.0	30	622	1469	613	210	707	278	397	310	313	253	232	78^	104	77^	95	111	235	134	295	215
M-F	12.00N	30	ABC	QP	91	91	B	6.5	26	506																			
GENERAL HOSPITAL				190	200	200	A	12.7	42	988	1439	694	185	817	420	581	401	275	203	201	123	158	89	61	26^	269	218	152	135
M-F	3.00P	60	ABC	DD	99	99	B	11.3	37	879																			
3.00 - 3.30							A	12.4	41	965	1430	693	189	820	419	582	401	278	206	195	117	150	84	59^	28^	270	222	145	128
3.30 - 4.00							A	12.9	42	1004	1447	696	180	816	423	582	404	272	199	205	129	162	91	60	24^	267	216	159	141
GOOD MORNING, AMERICA-730				198	203	203	A	4.0	30	311	1177	724	216	750	249	383	308	334	299	358	83^	132^	154^	175^	156^	44v	25v	25v	LT
M-F	7.30A	30	ABC	N	99	99	B	4.8	27	373																			
GOOD MORNING, AMERICA-830				199	201	201	A	4.9	26	381	1205	794	240	824	269	447	376	348	333	262	36v	84^	101^	126^	150^	48^	26v	71^	55^
M-F	8.30A	30	ABC	N	98	98	B	5.8	28	451																			
GUIDING LIGHT				193	195	195	A	7.1	23	552	1312	742	148	851	195	423	427	439	351	187	48^	96^	65^	87^	87^	177	130	97^	70^
M-F	3.00P	60	CBS	DD	99	99	B	7.9	26	615																			
3.00 - 3.30							A	7.1	24	552	1286	737	145	845	196	419	423	434	346	185	47^	94^	62^	87^	87^	169	125	87^	64^
3.30 - 4.00							A	7.1	23	552	1321	739	154	848	190	420	429	441	353	189	50^	98^	66^	87^	87^	183	133	101^	76^
JEFFERSONS M-F				185	153	152	A	6.0	27	467	1739	492	160	544	240	337	267	191	167	198	68^	94^	73^	78^	99^	255	117^	742	575
M-F	10.00A	30	CBS	CS	86	86	B	5.2	25	405																			
LAS VEGAS GAMBIT				176	133	133	A	3.0	14	233	1425	666	133^	696	180^	304	330	305	331	274	52v	120^	90^	119^	154^	85^	30v	370	309
M-F	10.00A	30	NBC	QG	78	78	B	3.1	15	241																			
MORNING-CHARLES KURALT				103	187	187	A	1.9	16	148	1412	636	162^	737	116^	230^	236^	337^	460	500	88v	189^	244^	325^	243^	LT	LT	169^	62v
M-F	7.00A	60	CBS	N	99	99	B	2.7	17	210																			
7.00 - 7.30							A	1.7	17	132	1333	614	174^	689	144^	265^	250^	325^	386^	516	68v	190^	251^	372^	265^	LT	LT	121^	46v
7.30 - 8.00							A	2.1	16	163	1442	645	154^	767	85v	196^	226^	345^	516	460	93v	178^	228^	275^	214^	LT	LT	209^	74v
NEWSBREAK-11.57				195	162	161	A	6.1	23	475	1425	591	93^	667	192	298	285	262	301	295	97^	133	75^	120^	158	164	89^	299	215
M-F	11.57A	2	CBS	N	89	89	B	6.4	27	498																			
NEWSBREAK-3.57				193	176	176	A	5.1	17	397	1300	710	146^	834	202	413	420	423	335	173	44^	105^	78^	86^	63^	182	123^	111^	85^
M-F	3.57P	2	CBS	N	94	94	B	6.4	20	498																			
ONE DAY AT A TIME-M-F				176	133	133	A	4.8	17	373	1534	542	187	609	225	403	325	279	188	252	80^	140^	100^	86^	104^	327	182	346	288
M-F	4.00P	30	CBS	CS	75	75	B	4.4	14	342																			
ONE LIFE TO LIVE				192	199	199	A	10.3	36	801	1372	751	222	865	479	631	423	279	195	151	83	106	66^	53^	24^	230	195	126	109
M-F	2.00P	60	ABC	DD	99	99	B	8.9	32	692																			
2.00 - 2.30							A	10.0	34	778	1361	738	219	853	476	622	418	275	190	154	90	115	69^	52^	19v	229	191	125	111
2.30 - 3.00							A	10.6	37	825	1373	756	221	872	479	636	426	281	199	145	75	95	63^	50^	28^	232	197	124	105
PASSWORD PLUS				191	185	185	A	4.1	16	319	1382	752	157^	781	188	314	274	320	410	298	59^	126^	112^	91^	170^	118^	65^	185	160^
M-F	11.30A	30	NBC	QG	92	92	B	4.4	19	342																			
PRICE IS RIGHT 1				196	192	191	A	6.2	26	482	1510	595	103^	651	218	311	266	249	279	308	103^	137	87^	116^	165	180	97^	371	271
M-F	11.00A	30	CBS	AP	96	96	B	6.3	29	490																			
PRICE IS RIGHT 2				196	192	191	A	7.0	27	545	1424	576	91^	642	196	286	253	237	303	311	88^	122	79^	120	183	162	92^	309	222
M-F	11.30A	30	CBS	AP	96	96	B	7.2	31	560																			
RYAN'S HOPE				197	183	183	A	7.5	28	584	1435	709	241	823	460	592	414	284	170	216	97^	152	114	95^	48^	188	130	208	162
M-F	12.30P	30	ABC	DD	96	96	B	6.7	26	521																			

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
SEARCH FOR TOMORROW	29	187	188	A	6.6	23	513	1224	655	124	752	183	378	381	362	296	195	43^	73^	49^	66^	111^	160	127	117	94^
M-F 2.30P 30 CBS DD		97	97	B	6.3	23	490																			
TEXAS	195	192	192	A	3.7	12	288	1483	810	190^	907	385	507	403	344	344	241	91^	122^	94^	101^	115^	106^	69^	229	195^
M-F 3.00P 60 NBC DD		93	93	B	4.6	15	358																			
3.00 - 3.30				A	3.7	12	288	1413	816	201^	913	396	522	417	351	336	219	74^	105^	76^	100^	110^	96^	65^	185^	156^
3.30 - 4.00				A	3.7	12	288	1514	780	173^	881	371	486	382	327	343	250	107^	134^	109^	94^	111^	116^	73^	267	227
THREE'S COMPANY DAYTIME	25	180	180	A	9.6	38	747	1878	521	171	589	317	434	289	201	137	203	122	141	77^	49^	49^	384	213	702	531
M-F 11.00A 60 ABC CS		93	93	B	8.6	35	669																			
11.00 - 11.30				A	9.0	37	700	1827	519	177	592	320	436	304	190	137	186	111	129	70^	44^	47^	357	198	692	529
11.30 - 12.00				A	10.3	40	801	1900	520	162	581	315	425	275	202	135	217	131	150	79	53^	54^	398	223	704	528
TODAY SHOW-7.30AM	200	214	214	A	4.0	30	311	1209	595	123^	611	94^	158^	165^	231	418	522	101^	242	219	248	264	LT	LT	74^	71^
M-F 7.30A 30 NBC N		99	99	B	4.8	27	373																			
TODAY SHOW-8.30AM	199	211	211	A	4.9	26	381	1268	724	99^	745	107^	223	229	327	475	426	71^	174	147^	197	242	26v	LT	71^	60^
M-F 8.30A 30 NBC N		99	99	B	5.6	27	436																			
WHEEL OF FORTUNE	197	191	190	A	4.5	19	350	1426	677	129^	743	180	288	271	297	386	294	71^	126^	106^	94^	168	123^	63^	266	209
M-F 11.00A 30 NBC QG		94	93	B	4.8	22	373																			
YOUNG AND THE RESTLESS	30	195	194	A	7.9	29	615	1377	698	140	773	255	415	378	288	298	219	58^	93^	73^	92^	110	176	142	209	151
M-F 12.30P 60 CBS DD		99	99	B	7.6	29	591																			
12.30 - 1.00				A	7.7	29	599	1402	707	125	777	247	420	389	294	299	231	59^	98^	80^	88^	119	177	146	217	159
1.00 - 1.30				A	8.1	29	630	1332	682	154	762	258	409	366	278	295	201	56^	83^	61^	89^	102	174	138	195	139
•WEEKEND DAYTIME																										
ABC WEEKEND SPECIALS	33	183	185	A	5.1	23	397	1499	355	103^	375	216^	216^	93^	66v	141^	452	245^	344	259^	150^	108^	326	156^	346	187^
SAT. 12.00N 30 ABC FV		93	96	B	5.6	22	436																			
ABC WIDE WORLD-SPORTS SAT	30	205	205	A	8.4	25	654	1404	407	191	483	206	324	224	198	138^	758	246	480	475	389	213	27v	9v	136^	106^
SAT. 5.00P 90 ABC SA		99	99	B	9.7	24	755																			
5.00 - 5.30				A	6.9	22	537	1317	378	134^	442	181^	270	170^	158^	153^	719	204^	416	438	385	238	38v	26v	118^	65^
5.30 - 6.00				A	8.4	25	654	1450	426	197	518	238	350	230	193	141^	763	239	471	477	403	212	32v	9v	137^	110^
6.00 - 6.30				A	9.9	26	770	1427	411	227	479	195	334	255	224	125^	783	281	538	498	384	196	20v	LT	145^	129^
ALL NEW POPEYE HOUR 1	5	196	196	A	5.3	26	412	1660	284^	111^	321	223^	236^	116^	20v	85^	344	237^	291^	165^	85^	53v	189^	65v	806	466
SAT. 10.00A 30 CBS CA		97	97	B	5.3	25	412																			
ALL NEW POPEYE HOUR 2	5	197	197	A	5.4	25	420	1645	250^	95^	276^	194^	210^	146^	48v	66v	256^	176^	235^	171^	69v	21v	220^	73^	893	579
SAT. 10.30A 30 CBS CA		98	98	B	5.8	26	451																			
AMERICAN BANDSTAND '81	33		176	A	4.3	18	335	1310	383^	117v	391^	135v	184^	168v	110v	167v	390^	206^	238^	239^	101v	95v	406^	200^	123v	60v
2 SAT. 12.30P 60 ABC PC			87	B	4.7	17	366																			
12.30 - 1.00				A	3.7	16	288	1163	354^	122v	374^	142v	180v	160v	124v	156v	327^	182v	182v	188v	72v	101v	337^	216^	125v	59v
1.00 - 1.30				A	4.8	20	373	1440	409^	115v	409^	129v	191^	177^	102v	178^	445^	227^	283^	282^	124v	94v	466^	193^	120v	61v
ANIMALS, ANIMALS, ANIMALS	35		124	A	2.2	11	171	2327	649^	41v	649^	104v	286v	263v	217v	328v	463^	135v	270v	135v	135v	193v	303v	52v	912^	695^
2 SUN. 11.30A 30 ABC CL			82	B	2.6	11	202																			
ASK NBC NEWS-8:58AM	42	192	187	A	2.8	23	218	1399	307^	142^	312^	157^	175^	92v	59v	123v	59v	59v	59v	41v	LT	LT	252^	59v	776	591
SAT. 8.58A 2 NBC CN		96	96	B	3.6	21	280																			
ASK NBC NEWS-10:58AM	41	200	196	A	4.0	19	311	1264	240^	39v	240^	84v	142^	100^	79v	77v	213^	119^	165^	104^	65v	48v	181^	42v	630	441
SAT. 10.58A 2 NBC CN		97	97	B	5.3	21	412																			

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1981 REPORT

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	NO. OF STATIONS & PROGRAM COVERAGE WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	HOUSEHOLD AUDIENCES SHARE %	HOUSEHOLD AUDIENCES AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS (12-17) FEM.	CHILDREN (2-11) TOTAL	CHILDREN (2-11) 6-11
WEEKEND DAYTIME CONT'D																																
ASK NBC NEWS-11:58AM							41	195	195	A	4.7	21	366	1918	183^	71v	232^	98^	186^	150^	88^	46v	301^	211^	257^	102^	63v	44v	538	158^	847	514
		SAT.	11.58A	2	NBC	CN		95	95	B	5.4	21	420																			
ASK NBC NEWS-9:58AM							40	202	201	A	3.4	19	265	1626	295^	144^	299^	156^	231^	174^	86v	57v	257^	148^	200^	172^	75v	57v	217^	116^	853	461
		SAT.	9.58A	2	NBC	CN		98	98	B	4.6	20	358																			
BATMAN & SUPER 7 I							8	202	201	A	3.2	18	249	1639	272^	132^	272^	139^	208^	175^	80v	53v	256^	148^	205^	185^	77v	51v	210^	109v	901	470^
		SAT.	9.30A	30	NBC	CA		98	98	B	3.6	19	280																			
BATMAN & SUPER 7 II							8	202	201	A	4.0	20	311	1682	385^	129^	385^	163^	269^	235^	123^	99^	279^	192^	222^	148^	52v	57v	194^	61v	824	482
		SAT.	10.00A	30	NBC	CA		98	98	B	4.1	20	319																			
BRITISH OPEN-SAT(S)								197		A	4.4	19	342	1175	330^	164v	491^	206^	206^	149v	169v	239^	552^	131v	184^	173v	272^	330^	88v	LT	44v	32v
	1	SAT.	12.30P	90	ABC	SE		99																								
12.30 - 1.00										A	4.1	17	319	1248	361^	141v	496^	207^	207^	150v	123v	245^	495^	151v	182v	160v	222^	282^	115v	34v	142v	101v
1.00 - 1.30										A	4.4	18	342	1120	333^	173v	482^	175v	175v	144v	191^	256^	567^	131v	183^	169v	272^	351^	71v	LT	LT	LT
1.30 - 2.00										A	4.7	20	366	1178	303^	180^	500^	233^	233^	156v	190^	221^	599^	118v	188^	189^	320^	358^	79v	LT	LT	LT
BRITISH OPEN-SUN(S)								199		A	4.9	22	381	1283	315^	137v	372^	141v	141v	128v	136v	206^	675	266^	355^	229^	223^	291^	34v	LT	202^	50v
	1	SUN.	11.00A	120	ABC	SE		99																								
11.00 - 11.30										A	4.2	20	327	1401	242^	43v	281^	39v	39v	LT	147v	242^	555^	105v	178v	119v	223^	331^	49v	22v	516^	193^
11.30 - 12.00										A	4.8	21	373	1158	316^	102v	407^	156v	156v	65v	128v	251^	607^	226^	287^	145v	182^	320^	LT	LT	144v	30v
12.00 - 12.30										A	5.0	23	389	1293	403^	244^	472^	244^	244^	268^	144v	174^	689	304^	388^	250^	226^	257^	37v	LT	95v	LT
12.30 - 1.00										A	5.5	22	428	1290	291^	143^	323^	117v	117v	162^	126v	161^	809	380^	507^	365^	253^	271^	53v	LT	105v	LT
BUGS BUNNY/ROAD RUNNER 1							19	201	201	A	3.4	27	265	1540	276^	189^	445^	275^	335^	132^	60v	110v	295^	133^	222^	181^	162^	50v	151^	30v	649	317^
		SAT.	8.30A	30	CBS	CA		99	99	B	4.8	29	373																			
BUGS BUNNY/ROAD RUNNER 2							19	203	203	A	5.0	32	389	1645	213^	113^	306^	237^	265^	64v	28v	41v	445	204^	314	239^	241^	108^	223^	56v	671	365
		SAT.	9.00A	30	CBS	CA		99	99	B	6.5	33	506																			
BUGS BUNNY/ROAD RUNNER 3							19	203	203	A	5.7	31	443	1738	210^	120^	311	266^	280	59v	21v	31v	560	337	450	244^	176^	99^	230^	63v	637	337
		SAT.	9.30A	30	CBS	CA		99	99	B	7.2	33	560																			
CBS SPORTS SATURDAY							12	160	156	A	4.9	16	381	1241	327	113^	348	106^	167^	189^	129^	147^	631	266^	384	372	275^	182^	155^	48v	107^	100^
		SAT.	4.30P	90	CBS	SA		88	89	B	4.9	16	381																			
4.30 - 5.00										A	4.7	17	366	1219	227^	90^	243^	110^	142^	130^	62v	93^	708	325^	462	435	293^	169^	183^	128^	85^	60v
5.00 - 5.30										A	5.1	17	397	1270	318	96^	335	74v	144^	167^	136^	158^	638	258^	391	368	292^	186^	163^	22v	134^	134^
5.30 - 6.00										A	4.8	15	373	1271	440	151^	469	144^	219^	268^	183^	188^	573	225^	317^	338	254^	193^	121^	LT	108^	108^
CBS SPORTS SUNDAY							11	185	183	A	9.0	27	700	1444	440	199	476	175	305	238	218	142^	722	222	414	382	387	220	56^	13v	190	157^
		SUN.	4.30P	90	CBS	SA		97	97	B	6.3	21	490																			
4.30 - 5.00										A	7.8	25	607	1542	487	214	520	193^	342	280	246	148^	706	221	429	393	390	191^	94^	36v	222	191^
5.00 - 5.30										A	9.2	28	716	1408	405	202	439	162^	290	226	204	119^	749	232	423	386	390	235	35v	9v	185	157^
5.30 - 6.00										A	10.1	29	786	1375	431	180	465	170	284	218	207	152^	697	206	385	366	377	228	47^	LT	166	127^
DAFFY DUCK SHOW							41	200	196	A	4.1	20	319	1464	251^	41v	251^	78v	144^	122^	85v	88v	270^	141^	223^	160^	101^	47v	247^	72v	696	474
		SAT.	10.30A	30	NBC	CA		97	97	B	5.4	22	420																			
DEAR ALEX & ANNIE-11.55AM							38	186	186	A	4.4	22	342	1523	88v	69v	134^	89v	89v	28v	13v	45v	274^	152^	236^	146^	122^	26v	249^	90^	866	584
		SAT.	11.55A	4	ABC	CN		96	96	B	5.4	23	420																			
DEAR ALEX & ANNIE-11.26AM							42	98	114	A	3.1	16	241	1805	470^	129^	470^	134^	183^	173^	211^	230^	201^	150^	163^	83v	LT	38v	263^	49v	871	552
	1	SUN.	10.56A	3	ABC	CN		75	78	B	3.3	14	257																			
	2	SUN.	11.26A	3																												

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
WEEKEND DAYTIME CONT'D																															
DRAK PACK						19	170	171	A	5.5	24	428	1369	189^	52v	208^	123^	123^	75^	47v	45v	301	186^	222^	118^	60v	79^	150^	47v	710	547
	SAT.	12.30P	30	CBS	CA		92	92	B	5.4	22	420																			
FACE THE NATION						42	181	185	A	3.6	17	280	1293	461	136^	461	82v	143^	176^	183^	271^	740	243^	328^	403^	294^	311^	67v	50v	25v	25v
	SUN.	11.30A	30	CBS	CC		98	99	B	3.7	15	288																			
FLINTSTONES						8	149	145	A	3.1	13	241	1444	312^	304^	399^	277^	332^	208^	104v	67v	485^	279^	370^	199^	195^	95v	140^	25v	420^	241^
	SAT.	12.30P	30	NBC	CA		72	73	B	3.1	13	241																			
FLINTSTONE'S COMEDY SHW 1						9	192	191	A	1.5	19	117	1128	282^	LT	282^	68v	137v	86v	69v	145v	119v	119v	119v	67v	LT	LT	145v	LT	582^	444^
	SAT.	8.00A	30	NBC	CA		96	96	B	1.5	16	117																			
FLINTSTONE'S COMEDY SHW 2						9	192	191	A	2.5	22	195	1349	281^	128v	287^	112v	138v	87v	77v	139v	61v	61v	61v	40v	LT	LT	277^	72v	724	559^
	SAT.	8.30A	30	NBC	CA		96	96	B	2.5	20	195																			
FONZ/HAPPY DAYS GANG						35	192	192	A	4.7	30	366	1675	197^	44v	200^	148^	188^	79v	40v	LT	309^	161^	240^	161^	148^	22v	311^	74v	855	621
	SAT.	9.00A	30	ABC	CA		99	99	B	6.3	31	490																			
GODZILLA						8	201	201	A	2.8	19	218	1807	307^	160^	307^	123v	210^	190^	146^	77v	251^	123v	221^	208^	98v	30v	257^	78v	992	551^
	SAT.	9.00A	30	NBC	CA		99	99	B	3.2	20	249																			
GREATEST SUPERFRIENDS-1						36	175	176	A	2.5	31	195	1513	204^	256^	296^	240^	255^	LT	LT	41v	283^	109v	109v	165^	82v	118v	31v	31v	903	472^
	SAT.	8.00A	30	ABC	CA		92	92	B	3.5	27	272																			
GREATEST SUPERFRIENDS-2						36	176	176	A	3.6	32	280	1554	276^	241^	276^	258^	276^	69v	18v	LT	225^	104v	104v	153^	71v	72v	42v	42v	1011	604
	SAT.	8.30A	30	ABC	CA		92	92	B	4.9	28	381																			
HEATHCLIFF & DINGBAT						40	195	195	A	5.3	25	412	1629	141^	66v	165^	126^	140^	54v	14v	25v	277^	143^	220^	127^	107^	46v	235^	90^	952	661
	SAT.	11.00A	30	ABC	CA		99	99	B	6.4	27	498																			
HONG KONG PHOOEY						8	195	195	A	4.3	20	335	1884	168^	59v	221^	108^	179^	143^	71v	42v	280^	201^	248^	105^	64v	32v	477	134^	906	568
	SAT.	11.30A	30	NBC	CA		95	95	B	4.4	20	342																			
IN THE NEWS- 8.26AM						19	189	190	A	2.2	22	171	1509	340^	205^	503^	257^	328^	165v	71v	175v	276^	159v	240^	240^	117v	36v	116v	LT	614^	398^
	SAT.	8.26A	3	CBS	CN		97	97	B	3.5	25	272																			
IN THE NEWS- 8.56AM						19	201	201	A	4.0	30	311	1547	265^	161^	416	273^	321^	122^	48v	95v	351^	103^	190^	168^	248^	142^	134^	35v	646	306^
	SAT.	8.56A	3	CBS	CN		99	99	B	5.3	30	412																			
IN THE NEWS- 9.26AM						19	203	203	A	5.4	33	420	1605	202^	102^	287	228^	242^	50v	14v	45v	464	236^	355	266^	228^	90^	227^	60v	627	343
	SAT.	9.26A	3	CBS	CN		99	99	B	7.1	35	552																			
IN THE NEWS-10.26AM						19	196	196	A	5.8	28	451	1661	308	115^	334	223^	234^	119^	25v	100^	296	226^	273	157^	56v	23v	173^	27v	858	534
	SAT.	10.26A	3	CBS	CN		97	97	B	6.1	27	475																			
IN THE NEWS-11.56AM						19	192	191	A	6.4	29	498	1500	292	125^	342	244	256	160^	45v	68^	292	186^	237^	179^	69^	55v	170^	68^	696	436
	SAT.	11.56A	3	CBS	CN		98	98	B	5.8	25	451																			
IN THE NEWS-12.26PM						19	185	185	A	5.0	22	389	1548	322	113^	350	258^	271^	221^	72v	28v	355	191^	245^	189^	114^	110^	133^	30v	710	442
	SAT.	12.26P	3	CBS	CN		98	98	B	5.3	22	412																			
IN THE NEWS-12.56PM						19	171	172	A	5.2	22	405	1264	192^	35v	228^	125^	125^	40v	40v	63v	308	182^	220^	107^	59v	88^	123^	35v	605	474
	SAT.	12.56P	3	CBS	CN		92	92	B	5.2	21	405																			
IN THE NEWS- 1.26PM						19	169	169	A	4.1	17	319	1367	289^	88v	311^	194^	220^	116^	61v	72v	415	238^	282^	115^	97^	133^	121^	18v	520	351^
	SAT.	1.26P	3	CBS	CN		92	92	B	4.7	19	366																			

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG AUD. %	SHARE %	AVG AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
IN THE NEWS-10.56AM	19	197	197	A	5.3	25	412	1765	275^	114^	297	221^	240^	160^	60v	57v	257^	176^	240^	187^	71v	17v	281^	92^	930	617
SAT. 10.56A 3 CBS CN		98	98	B	5.6	24	436																			
IN THE NEWS-11.26AM	19	192	191	A	5.8	26	451	1601	275	144^	328	230^	254^	133^	47v	62v	271	179^	239^	191^	66v	32v	180^	55v	822	537
SAT. 11.26A 3 CBS CN		98	98	B	5.7	25	443																			
ISSUES AND ANSWERS	38	163	176	A	3.2	13	249	1317	414^	133^	414^	128^	161^	161^	57v	253^	846	301^	368^	290^	241^	433^	36v	20v	21v	21v
1 SUN. 1.00P 60 ABC CC		93	92	B	3.7	14	288																			
2 SUN. 12.00N 30																										
12.00 - 12.30				A	2.9	14	226	1469	442^	LT	442^	49v	93v	93v	92v	349^	840^	363^	407^	376^	136v	398^	120v	62v	67v	67v
1.00 - 1.30				A	3.6	14	280	1289	396^	200v	396^	164v	200v	200v	53v	196v	893	343^	422^	282^	271^	411^	LT	LT	LT	LT
1.30 - 2.00				A	3.0	11	233	1236	412^	181v	412^	162v	180v	180v	LT	232v	824^	198v	283^	219v	309^	511^	LT	LT	LT	LT
JASON OF STAR COMMAND	19	169	169	A	4.5	19	350	1383	214^	77v	234^	121^	146^	120^	59v	68v	437	260^	293^	100^	99^	144^	118^	14v	594	428
SAT. 1.00P 30 CBS CL		92	92	B	5.0	20	389																			
JETSONS	8	197	196	A	4.3	19	335	1746	323^	135^	323^	181^	239^	101^	63v	79v	190^	131^	173^	93^	42v	17v	474	116^	759	544
SAT. 11.00A 30 NBC CA		97	96	B	4.8	22	373																			
JONNY QUEST	39	151	151	A	3.6	16	280	1921	225^	204^	339^	250^	289^	146^	67v	39v	367^	167^	282^	150^	157^	77v	532	171^	683	472
SAT. 12.00N 30 NBC CA		76	77	B	4.4	17	342																			
KIDS ARE PEOPLE TOO I	42	98	114	A	2.2	12	171	1655	351^	140v	358^	164v	229^	203^	99v	95v	180^	146v	169v	81v	LT	LT	326^	40v	791	627^
1 SUN. 10.00A 30 ABC CL		74	78	B	2.9	13	226																			
2 SUN. 10.30A 30																										
KIDS ARE PEOPLE TOO II	41	98	114	A	2.9	15	226	1615	308^	124v	313^	137^	181^	158^	124v	84v	191^	150^	165^	84v	LT	26v	319^	62v	792	544
1 SUN. 10.30A 30 ABC CL		75	78	B	3.4	14	265																			
2 SUN. 11.00A 30																										
MEET THE PRESS	42	198	198	A	3.5	15	272	1268	451	176^	565	157^	184^	165^	199^	356^	618	122^	258^	275^	271^	339^	26v	26v	59v	59v
SUN. 12.30P 30 NBC CC		98	99	B	4.1	16	319																			
NATIONAL SPORTS FESTIVAL(S)			196	A	5.6	19	436	1580	516^	179^	589	257^	385^	239^	245^	156^	746	414^	507^	433^	245^	179^	197^	48v	48v	42v
2 SUN. 1.30P 150 ABC SE			96																							
1.30 - 2.00				A	4.0	15	311	1875	487^	353^	667^	324^	499^	272^	208^	135v	986	594^	707^	591^	293^	193v	166v	55v	56v	56v
2.00 - 2.30				A	4.8	17	373	1759	459^	347^	741	324^	507^	302^	332^	157v	705	348^	450^	329^	241^	192^	273^	53v	40v	40v
2.30 - 3.00				A	6.1	20	475	1451	490^	66v	490^	153^	264^	238^	244^	173^	695	370^	480^	378^	247^	152^	239^	85v	27v	27v
3.00 - 3.30				A	6.9	22	537	1374	435^	69v	435^	137^	230^	198^	210^	162^	709	410^	507	467	239^	157^	176^	49v	54v	45v
3.30 - 4.00				A	6.3	19	490	1598	696	174^	696	395^	513	217^	248^	146^	708	383^	450^	438^	230^	208^	139^	LT	55v	39v
NBC SPORTS-SUMMER SEASON	5	212	212	A	6.0	22	467	1610	392	90^	407	130^	214^	227^	195^	137^	647	245^	386	356	313	172^	191^	62v	365	283
1 SAT. 2.00P 180 NBC SA		97	94	B	5.5	21	428																			
2 SAT. 2.00P 270																										
2.00 - 2.30				A	4.3	18	335	1549	293^	26v	349^	158^	191^	154^	90v	133^	746	307^	459	364	341^	185^	218^	104^	236^	140^
2.30 - 3.00				A	5.1	21	397	1786	380	83^	387	133^	183^	213^	172^	146^	707	343	434	398	282^	173^	242^	126^	450	273^
3.00 - 3.30				A	6.0	24	467	1634	344	106^	359	142^	204^	195^	165^	111^	587	227^	322	350	291	165^	197^	32v	491	385
3.30 - 4.00				A	6.3	25	490	1620	345	94^	364	145^	212^	193^	159^	113^	557	149^	311	356	355	141^	215^	22v	484	405
4.00 - 4.30				A	6.6	25	513	1653	413	88^	416	114^	229^	234	216^	139^	646	202^	360	326	334	198^	153^	24v	438	388
4.30 - 5.00				A	6.5	23	506	1342	388	69^	388	74^	194^	227^	236^	145^	617	166^	342	347	372	174^	100^	27v	237^	202^
5.00 - 5.30				A	6.0	20	467	1715	411^	56v	440^	178^	224^	272^	158^	139^	657	333^	439^	337^	226^	149^	274^	133^	344^	294^
5.30 - 6.00				A	7.2	21	560	1639	430	106v	446	128^	199^	242^	208^	164^	708	303^	459	376^	269^	188^	215^	87v	270^	231^
6.00 - 6.30				A	6.9	19	537	1849	607	200^	607	142^	320^	379^	363^	178^	823	379^	566	419^	309^	215^	196^	91v	223^	125^
NEW FAT ALBERT SHOW	19	185	185	A	5.6	25	436	1454	301	91^	310	218^	242^	187^	75^	25v	294	174^	215^	163^	73^	79^	137^	38v	713	462
SAT. 12.00N 30 CBS CA		98	98	B	5.6	23	436																			

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
PLASTICMAN/BABY PLAS SHOW	40	186	186	A	4.6	23	358	1631	87^	70v	142^	103^	103^	28v	LT	39v	266^	164^	231^	134^	102^	23v	229^	67v	994	681
SAT. 11.30A 30 ABC CA		96	96	B	5.8	24	451																			
RICHIE RICH	35	194	193	A	6.3	35	490	1824	188^	63^	188^	132^	176^	99^	44v	12v	250	164^	228^	114^	86^	LT	298	84^	1088	713
SAT. 9.30A 30 ABC CA		99	99	B	7.3	31	568																			
SCHOOLHOUSE ROCK-8.26AM	36	175	176	A	3.1	35	241	1627	212^	245^	290^	228^	245^	LT	LT	45v	254^	112v	112v	155^	43v	99v	70v	70v	1013	553
SAT. 8.26A 3 ABC CN		92	92	B	4.1	29	319																			
SCHOOLHOUSE ROCK-10.26AM	40	194	193	A	6.9	33	537	1734	274	100^	302	208^	264	137^	56v	38v	222^	97^	196^	132^	99^	26v	207^	54v	1003	665
SAT. 10.26A 3 ABC CN		99	99	B	7.5	30	584																			
SCHOOLHOUSE ROCK-10.56AM	35	194	194	A	6.2	29	482	1867	304	179^	402	308	370	166^	62v	32v	368	170^	309	215^	157^	59v	188^	32v	909	645
SAT. 10.56A 3 ABC CN		99	99	B	7.0	28	545																			
SCHOOLHOUSE ROCK-11.55AM	36		124	A	2.5	12	195	2415	809^	179v	809^	302v	532^	319^	256v	251v	415^	169v	265v	96v	96v	150v	293v	46v	898^	606^
2 SUN. 11.55A 4 ABC CN			82	B	2.8	11	218																			
SCOOBY & SCRAPPY DOO	35	194	193	A	7.5	37	584	1714	254	93^	280	199^	252	137^	53^	28v	241	106^	204^	133^	104^	31v	194^	60^	999	651
SAT. 10.00A 30 ABC CA		99	99	B	8.1	33	630																			
SPORTSWORLD	26	199	197	A	6.0	20	467	1396	363	84^	405	179^	261	154^	148^	130^	774	338	587	508	369	144^	74^	LT	143^	139^
1 SUN. 2.00P 210 NBC SE		98	98	B	6.5	18	506																			
2 SUN. 4.00P 90																										
2.00 - 2.30				A	4.7	18	366	1948	417^	28v	417^	125v	288^	163v	208^	129v	1054	483^	839	628^	506^	185^	211^	96v	266^	266^
2.30 - 3.00				A	5.1	19	397	1436	398^	15v	423^	121v	349^	228^	254^	74v	897	277^	633	670	564^	174^	LT	LT	116v	116v
3.00 - 3.30				A	5.5	20	428	1065	316^	89v	353^	185^	240^	135v	79v	113v	535^	208^	320^	350^	261^	185^	LT	LT	177^	177^
3.30 - 4.00				A	6.2	21	482	1147	363^	107v	363^	260^	260^	97v	28v	103v	626	318^	475^	359^	275^	151^	LT	LT	158^	158^
4.00 - 4.30				A	6.9	22	537	1469	360	151^	441	227	283	174^	144^	136^	818	404	658	530	341	125^	65^	LT	145^	145^
4.30 - 5.00				A	6.6	21	513	1378	344	57v	393	170^	239	144^	156^	133^	761	324	567	477	348	150^	99^	LT	125^	111^
5.00 - 5.30				A	5.8	18	451	1399	371	78^	415	145^	226^	151^	165^	163^	763	323	599	544	375	108^	110^	LT	111^	100^
SUNDAY MORNING	42	142	142	A	3.5	23	272	1592	657	210^	734	223^	327^	302^	233^	377^	724	328^	423^	394^	331^	230^	37v	LT	97v	74v
SUN. 9.00A 90 CBS N		87	87	B	4.3	23	335																			
9.00 - 9.30				A	2.9	23	226	1553	757	253^	819	207^	341^	318^	289^	466^	606	204^	314^	314^	337^	225^	LT	LT	116v	97v
9.30 - 10.00				A	3.9	26	303	1554	646	164^	700	157^	293^	267^	258^	381^	673	273^	370^	327^	344^	230^	42v	LT	139^	93v
10.00 - 10.30				A	3.8	21	296	1625	584	220^	693	301^	348^	318^	158^	301^	858	469	547	513	314^	238^	44v	LT	30v	30v
TARZAN/LONE RANGER-1	5	192	191	A	5.9	27	459	1667	291	164^	347	239^	274	164^	65v	63v	305	179^	275	233^	105^	30v	180^	47v	835	521
SAT. 11.00A 30 CBS CA		98	98	B	5.8	26	451																			
TARZAN/LONE RANGER-2	5	192	191	A	6.5	30	506	1512	257	123^	306	217^	238	147^	46v	52v	263	172^	224^	179^	61^	39v	198^	69^	745	488
SAT. 11.30A 30 CBS CA		98	98	B	6.3	28	490																			
30 MINUTES	19	181	179	A	4.2	17	327	1220	303^	92v	327^	141^	171^	152^	61v	134^	334^	191^	264^	166^	116^	70v	244^	33v	315^	269^
SAT. 1.30P 30 CBS DN		94	94	B	4.0	16	311																			
THUNDARR-THE BARBARIAN	40	194	194	A	6.5	31	506	1834	287	169^	380	290	347	162^	57v	33v	317	160^	275	189^	128^	42v	189^	39v	948	649
SAT. 10.30A 30 ABC CA		99	99	B	7.2	29	560																			
TIME OUT-8:28AM	42	192	191	A	2.1	24	163	1270	276^	62v	276^	80v	129v	80v	49v	147v	68v	68v	68v	32v	LT	LT	196^	61v	730^	571^
SAT. 8.28A 2 NBC CN		96	96	B	3.2	24	249																			
TIME OUT-9:28AM	41	201	201	A	3.1	20	241	1755	330^	166^	335^	128^	219^	198^	161^	95v	261^	121v	224^	208^	103v	37v	229^	62v	930	440^
SAT. 9.28A 2 NBC CN		99	99	B	4.4	21	342																			

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1981 REPORT

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																														
TIME OUT-10:28AM					41	202	201	A	3.8	19	296	1655	364^	118^	364^	146^	247^	215^	117^	101v	360^	182^	292^	230^	139^	68v	150^	40v	781	463
SAT.	10.28A	2	NBC	CN		98	98	B	4.6	19	358																			
TIME OUT-11:28AM					41	197	196	A	4.4	20	342	1550	273^	96^	277^	175^	220^	98^	45v	57v	166^	123^	166^	96^	43v	LT	337^	114^	770	542
SAT.	11.28A	2	NBC	CN		97	96	B	5.2	21	405																			
TIME OUT-12:28PM					40	148	151	A	3.1	14	241	1751	203^	207^	315^	262^	287^	130^	37v	28v	440^	228^	333^	150^	163^	95v	419^	120v	577	423^
SAT.	12.28P	2	NBC	CN		76	77	B	4.1	16	319																			
TOM AND JERRY					19	189	190	A	1.7	19	132	1538	432^	273^	583^	242^	402^	251^	160v	181v	251^	122v	212v	212v	129v	39v	68v	LT	636^	395^
SAT.	8.00A	30	CBS	CA		97	97	B	3.1	24	241																			
U.S. WOMENS OPEN GOLF-SAT(S)							196	A	2.9	10	226	1447	526^	137v	566^	177v	199v	142v	213v	354^	792^	176v	363^	325^	425^	371^	89v	LT	LT	LT
2 SAT.	4.00P	60	ABC	SE			98																							
4.00 - 4.30								A	2.8	10	218	1294	523^	138v	532^	105v	120v	114v	244v	390^	698^	120v	290^	298^	371^	372^	64v	LT	LT	LT
4.30 - 5.00								A	2.9	10	226	1588	535^	137v	593^	243v	269^	164v	177v	324^	886^	235v	434^	341^	474^	376^	109v	LT	LT	LT
U.S. WOMENS OPEN GOLF-SUN(S)							200	A	4.2	13	327	1688	768	380^	787	385^	479^	238^	294^	240^	720^	238^	374^	327^	327^	287^	122v	LT	59v	59v
2 SUN.	4.00P	120	ABC	SE			99																							
4.00 - 4.30								A	4.0	13	311	1556	491^	87v	491^	116v	196^	207^	234^	233^	766	293^	431^	299^	305^	283^	222^	35v	77v	77v
4.30 - 5.00								A	3.9	12	303	1495	518^	86v	518^	129v	228^	255^	283^	230^	729^	242^	354^	311^	317^	312^	181v	LT	67v	67v
5.00 - 5.30								A	4.3	14	335	1943	1060	672^	1081	636^	737	245^	353^	272^	705^	231^	356^	301^	325^	287^	97v	LT	60v	60v
5.30 - 6.00								A	4.5	14	350	1726	956	619^	996	605^	700	243^	300^	219^	701	204^	366^	389^	352^	279^	LT	LT	29v	29v

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. JULY 13, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					10,580 13.6				19,840 25.5							
Program					BEST OF TIMES (OP)				ABC MONDAY NIGHT MOVIE THE DEATH OF OCEAN VIEW PARK							
AVERAGE AUDIENCE (Households (000) & %)					6,690 8.6	8.5*		8.7*	12,450 16.0	12.2*		15.1*		17.8*		19.0*
SHARE OF AUDIENCE %					17	17 *		17 *	29	23 *		27 *		32 *		35 *
AVG. AUD. BY ¼ HR. %					8.9	8.1	8.6	8.8	11.6	12.9	14.8	15.4	17.5	18.1	18.9	19.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					13,230 17.0		12,140 15.6		15,250 19.6		14,000 18.0		14,160 18.2			
Program					WKRP IN CINCINNATI (R)		TIM CONWAY SHOW (R)(OP)		M*A*S*H (R)		HOUSE CALLS (R)		LOU GRANT (R)			
AVERAGE AUDIENCE (Households (000) & %)					10,660 13.7		10,350 13.3		13,690 17.6		12,600 16.2		10,740 13.8	13.8*		13.8*
SHARE OF AUDIENCE %					28		26		33		29		25	25 *		26 *
AVG. AUD. BY ¼ HR. %					13.0	14.4	12.8	13.8	17.3	18.0	16.0	16.3	13.9	13.6	13.5	14.1
NBC TV TOTAL AUDIENCE (Households (000) & %)					14,240 18.3				10,740 13.8				11,900 15.3			
Program					LITTLE HOUSE-PRAIRIE (R)(OP)				FLAMINGO ROAD (R)(SUS-OP)				LAST CONVERTIBLE (R)			
AVERAGE AUDIENCE (Households (000) & %)					10,660 13.7	12.6*		14.8*	7,860 10.1	10.0*		10.3*	9,570 12.3	12.0*		12.5*
SHARE OF AUDIENCE %					27	26 *		29 *	19	19 *		18 *	22	22 *		23 *
AVG. AUD. BY ¼ HR. %					12.0	13.1	14.8	14.7	10.2	9.7	10.1	10.5	11.7	12.4	12.5	12.5

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					10,890 14.0				15,950 20.5							
Program					GABE & WALKER (OP)				ABC MONDAY NIGHT MOVIE THE REBEL ON THE ROAD(R)							
AVERAGE AUDIENCE (Households (000) & %)					7,160 9.2	8.9*		9.5*	8,870 11.4	10.2*		10.6*		12.2*		12.4*
SHARE OF AUDIENCE %					17	17 *		18 *	20	18 *		18 *		21 *		21 *
AVG. AUD. BY ¼ HR. %					9.2	8.6	9.5	9.6	10.1	10.4	10.8	10.5	12.1	12.3	12.6	12.2
CBS TV TOTAL AUDIENCE (Households (000) & %)					16,260 20.9		14,550 18.7		31,510 40.5							
Program					M*A*S*H (R)		HOUSE CALLS (R)(OP)		MISS UNIVERSE PAGEANT (9:00-11:15PM)(+OP)							
AVERAGE AUDIENCE (Households (000) & %)					14,240 18.3		12,840 16.5		19,760 25.4	21.2*		24.1*		26.4*		28.3*
SHARE OF AUDIENCE %					35		31		44	38 *		41 *		45 *		48 *
AVG. AUD. BY ¼ HR. %					17.9	18.7	15.9	17.2	20.3	22.1	23.5	24.8	25.8	27.0	27.8	28.9
NBC TV TOTAL AUDIENCE (Households (000) & %)					13,070 16.8				10,190 13.1				9,800 12.6			
Program					LITTLE HOUSE-PRAIRIE (R)(OP)				FLAMINGO ROAD (R)(OP)				LAST CONVERTIBLE (R)			
AVERAGE AUDIENCE (Households (000) & %)					9,490 12.2	11.5*		13.0*	7,550 9.7	9.6*		9.7*	7,240 9.3	9.2*		9.4*
SHARE OF AUDIENCE %					23	22 *		24 *	17	17 *		17 *	16	16 *		16 *
AVG. AUD. BY ¼ HR. %					11.0	12.0	13.1	13.0	9.4	9.9	9.7	9.8	9.2	9.3	9.5	9.4

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	47.5	47.4	46.9	47.6	48.2	49.9	50.6	51.5	52.1	53.7	55.3	56.2	55.4	55.2	54.2	53.8
WK. 2	46.1	46.3	47.2	49.6	51.1	52.3	52.7	54.5	55.2	56.7	58.6	58.6	58.6	59.0	58.4	58.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

EVE.MON. JULY 20, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JULY 14, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					13,230		13,770		16,490		16,800		19,920			
TOTAL AUDIENCE (%)					17.0		17.7		21.2		21.6		25.6			
Program					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		← HART TO HART (R) →			
AVERAGE AUDIENCE (Households (000))					11,440		12,140		14,390		15,330		15,720			
AVERAGE AUDIENCE (%)					14.7		15.6		18.5		19.7		20.2	20.0*		20.4*
SHARE OF AUDIENCE %					31		31		34		36		38	37 *		38 *
AVG. AUD. BY ¼ HR. %					14.2	15.2	15.0	16.2	17.5	19.5	19.4	19.9	19.7	20.3	20.6	20.2
CBS TV																
TOTAL AUDIENCE (Households (000))					9,020		8,170		16,650							
TOTAL AUDIENCE (%)					11.6		10.5		21.4							
Program					CRONKITE'S UNIVERSE		FLO (R)(OP)		← CBS TUESDAY NIGHT MOVIES → THE TWO WORLDS OF JENNIE LOGAN(R)							
AVERAGE AUDIENCE (Households (000))					7,940		7,080		10,430							
AVERAGE AUDIENCE (%)					10.2		9.1		13.4	11.7*		12.8*		14.2*		14.9*
SHARE OF AUDIENCE %					22		18		25	21 *		23 *		27 *		28 *
AVG. AUD. BY ¼ HR. %					10.3	10.1	8.7	9.4	11.5	11.9	12.3	13.3	13.8	14.5	14.9	15.0
NBC TV																
TOTAL AUDIENCE (Households (000))					11,050				10,740				10,890			
TOTAL AUDIENCE (%)					14.2				13.8				14.0			
Program					← LOBO (R)(OP) →				← HILL STREET BLUES (R)(OP) →				← NERO WOLFE (R) →			
AVERAGE AUDIENCE (Households (000))					8,010				8,090				8,250			
AVERAGE AUDIENCE (%)					10.3	9.7*		10.9*	10.4	10.3*		10.5*	10.6	10.3*		10.8*
SHARE OF AUDIENCE %					21	21 *		22 *	19	19 *		19 *	20	19 *		20 *
AVG. AUD. BY ¼ HR. %					9.7	9.7	10.6	11.3	9.9	10.7	10.7	10.4	9.9	10.7	10.6	11.0

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					14,240		12,530		15,330		13,540		17,970			
TOTAL AUDIENCE (%)					18.3		16.1		19.7		17.4		23.1			
Program					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		IT'S A LIVING (OP)		← HART TO HART (R) →			
AVERAGE AUDIENCE (Households (000))					11,900		10,890		13,150		11,980		13,930			
AVERAGE AUDIENCE (%)					15.3		14.0		16.9		15.4		17.9	17.6*		18.2*
SHARE OF AUDIENCE %					32		28		32		28		33	32 *		34 *
AVG. AUD. BY ¼ HR. %					14.2	16.3	14.6	13.4	16.1	17.6	15.4	15.5	17.9	17.3	18.3	18.1
CBS TV																
TOTAL AUDIENCE (Households (000))					8,790		8,010		17,970							
TOTAL AUDIENCE (%)					11.3		10.3		23.1							
Program					CRONKITE'S UNIVERSE		FLO (R)(OP)		← MY OLD MAN (R) →							
AVERAGE AUDIENCE (Households (000))					7,310		7,080		11,050							
AVERAGE AUDIENCE (%)					9.4		9.1		14.2	12.0*		13.3*		15.3*		16.0*
SHARE OF AUDIENCE %					19		18		26	22 *		24 *		28 *		30 *
AVG. AUD. BY ¼ HR. %					9.6	9.2	8.7	9.6	11.4	12.6	13.3	13.4	14.9	15.7	16.2	15.8
NBC TV																
TOTAL AUDIENCE (Households (000))					11,670				12,450				9,020			
TOTAL AUDIENCE (%)					15.0				16.0				11.6			
Program					← LOBO (R)(OP) →				← HILL STREET BLUES (R)(SUS-OP) →				← NERO WOLFE (R) →			
AVERAGE AUDIENCE (Households (000))					8,090				9,260				7,470			
AVERAGE AUDIENCE (%)					10.4	9.5*		11.4*	11.9	11.0*		12.7*	9.6	9.5*		9.6*
SHARE OF AUDIENCE %					21	20 *		23 *	22	21 *		23 *	18	17 *		18 *
AVG. AUD. BY ¼ HR. %					9.5	9.5	10.9	11.8	10.7	11.3	12.5	12.9	9.5	9.6	9.5	9.7

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	45.5	45.8	45.4	46.2	46.8	47.7	49.0	52.0	53.7	55.3	55.3	55.4	53.1	53.9	53.8	52.6
WK. 2	46.7	46.5	45.8	47.4	47.7	48.9	48.5	50.1	52.6	54.2	54.6	55.2	55.3	54.6	54.2	52.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.TUE. JULY 21, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JULY 15, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					11,590 14.9				17,660 22.7							
ABC TV program					← CHARLIE'S ANGELS (R)(OP) →				← ABC SUMMER MOVIE DISASTER ON THE COASTLINER →							
AVERAGE AUDIENCE (Households (000) & %)					7,940 10.2	9.5*		11.0*	11,280 14.5	12.8*		14.4*		15.1*		15.6*
SHARE OF AUDIENCE %					21	21 *		22 *	26	23 *		25 *		27 *		28 *
AVG. AUD. BY ¼ HR. %					9.6	9.4	10.5	11.6	12.4	13.1	14.2	14.6	15.0	15.1	15.6	15.6
CBS TV TOTAL AUDIENCE (Households (000) & %)					10,430 13.4				17,970 23.1							
CBS TV program					← WHITE SHADOW (R)(OP) →				← CBS WEDNESDAY NIGHT MOVIE HAPPILY EVER AFTER(R) →							
AVERAGE AUDIENCE (Households (000) & %)					6,920 8.9	8.1*		9.7*	10,970 14.1	11.7*		13.3*		15.7*		15.6*
SHARE OF AUDIENCE %					19	18 *		19 *	25	21 *		23 *		28 *		28 *
AVG. AUD. BY ¼ HR. %					7.8	8.4	9.4	10.1	11.2	12.1	13.0	13.6	15.6	15.9	15.9	15.2
NBC TV TOTAL AUDIENCE (Households (000) & %)					15,400 19.8				16,030 20.6		15,870 20.4		15,870 20.4			
NBC TV program					← REAL PEOPLE (R)(OP) →				DIFF'RENT STROKES (R)		FACTS OF LIFE (R)(SUS-OP)		← QUINCY, M.E. (R) →			
AVERAGE AUDIENCE (Households (000) & %)					11,590 14.9	14.2*		15.5*	13,520 17.5		14,390 18.5		12,530 16.1	15.6*		16.6*
SHARE OF AUDIENCE %					31	31 *		31 *	32		33		29	28 *		30 *
AVG. AUD. BY ¼ HR. %					13.8	14.6	15.0	16.0	16.5	18.5	18.1	18.9	15.7	15.6	16.3	16.8

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					18,520 23.8											
ABC TV program					← DYNASTY (R)(OP) →											
AVERAGE AUDIENCE (Households (000) & %)					8,320 10.7	9.5*		9.9*		10.9*		11.5*		11.6*		11.0*
SHARE OF AUDIENCE %					20	20 *		20 *		20 *		21 *		20 *		20 *
AVG. AUD. BY ¼ HR. %					9.5	9.4	9.7	10.1	10.7	11.0	11.5	11.4	11.8	11.4	11.4	10.5
CBS TV TOTAL AUDIENCE (Households (000) & %)					10,660 13.7				18,440 23.7							
CBS TV program					← WHITE SHADOW (R)(OP) →				← CBS WEDNESDAY NIGHT MOVIE A NEW LIFE(R) →							
AVERAGE AUDIENCE (Households (000) & %)					7,550 9.7	8.7*		10.7*	11,670 15.0	12.4*		14.2*		16.4*		17.0*
SHARE OF AUDIENCE %					20	19 *		21 *	27	23 *		25 *		29 *		30 *
AVG. AUD. BY ¼ HR. %					8.2	9.1	10.5	11.0	11.9	13.0	13.7	14.6	16.3	16.6	17.0	17.1
NBC TV TOTAL AUDIENCE (Households (000) & %)					16,420 21.1				15,250 19.6		15,720 20.2		17,120 22.0			
NBC TV program					← REAL PEOPLE (R)(OP) →				DIFF'RENT STROKES (R)		FACTS OF LIFE (R)(OP)		← QUINCY, M.E. (R) →			
AVERAGE AUDIENCE (Households (000) & %)					11,900 15.3	14.8*		15.8*	13,230 17.0		13,770 17.7		13,540 17.4	17.2*		17.7*
SHARE OF AUDIENCE %					31	31 *		31 *	32		32		31	30 *		32 *
AVG. AUD. BY ¼ HR. %					14.2	15.3	15.7	16.0	16.3	17.8	17.2	18.2	17.3	17.0	17.7	17.6
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	43.8	44.2	43.9	44.8	45.1	46.5	48.4	51.5	53.7	55.3	56.7	57.2	55.1	55.4	55.5	54.2
TV HOUSEHOLDS USING TV (See Def. 1) WK. 2	45.5	46.7	46.9	46.8	46.4	47.7	49.8	51.2	52.7	54.4	55.0	57.0	56.9	56.9	57.0	54.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.WED. JULY 22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JULY 16, 1981

WEEK 1 — TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					11,050		12,140		14,630		14,780		17,120			
TOTAL AUDIENCE (%)					14.2		15.6		18.8		19.0		22.0			
Program					MORK & MINDY (R)		BARNEY MILLER SPECIAL (R)		BARNEY MILLER (R)		TAXI (R)(OP)		← 20/20 →			
AVERAGE AUDIENCE (Households (000))					9,180		10,810		13,150		12,910		12,990			
AVERAGE AUDIENCE (%)					11.8		13.9		16.9		16.6		16.7	16.6*		16.7*
SHARE OF AUDIENCE %					27		30		33		30		32	31 *		32 *
AVG. AUD. BY ¼ HR. %					11.0	12.6	13.0	14.8	16.2	17.6	16.3	16.9	16.8	16.4	17.0	16.5
CBS TV TOTAL AUDIENCE (Households (000))					10,890				15,480				12,990			
TOTAL AUDIENCE (%)					14.0				19.9				16.7			
Program					← WALTONS (R)(OP) →				← MAGNUM, P.I. (R) →				← CBS REPORTS SOCIAL INSECURITY →			
AVERAGE AUDIENCE (Households (000))					7,700				11,900				9,730			
AVERAGE AUDIENCE (%)					9.9	9.3*		10.5*	15.3	13.7*		16.8*	12.5	13.2*		11.7*
SHARE OF AUDIENCE %					22	21 *		23 *	29	26 *		30 *	24	25 *		22 *
AVG. AUD. BY ¼ HR. %					9.3	9.3	9.9	11.1	13.0	14.4	16.7	16.9	13.6	12.8	11.9	11.5
NBC TV TOTAL AUDIENCE (Households (000))					11,050				16,180							
TOTAL AUDIENCE (%)					14.2				20.8							
Program					← NBC MAGAZINE (R)(OP) →				← NBC THURSDAY NIGHT MOVIES THE OTHER SIDE OF THE MOUNTAIN, PART 1(R)(OP) →							
AVERAGE AUDIENCE (Households (000))					7,310				8,710							
AVERAGE AUDIENCE (%)					9.4	9.5*		9.3*	11.2	7.9*		9.0*		13.7*		14.2*
SHARE OF AUDIENCE %					21	22 *		20 *	21	15 *		16 *		26 *		27 *
AVG. AUD. BY ¼ HR. %					9.6	9.4	9.5	9.1	7.8	8.0	8.7	9.4	13.3	14.1	14.6	13.8
WEEK 2																
ABC TV TOTAL AUDIENCE (Households (000))					13,230		13,460		13,620		13,620		19,060			
TOTAL AUDIENCE (%)					17.0		17.3		17.5		17.5		24.5			
Program					MORK & MINDY (R)		BOSOM BUDDIES (R)		BARNEY MILLER (R)		TAXI (R)(OP)		← 20/20 →			
AVERAGE AUDIENCE (Households (000))					10,740		11,670		11,440		11,980		14,470			
AVERAGE AUDIENCE (%)					13.8		15.0		14.7		15.4		18.6	18.9*		18.3*
SHARE OF AUDIENCE %					31		31		29		30		36	36 *		36 *
AVG. AUD. BY ¼ HR. %					13.2	14.4	14.8	15.2	14.3	15.1	14.9	15.8	18.9	18.8	18.8	17.7
CBS TV TOTAL AUDIENCE (Households (000))					9,730				13,620				11,130			
TOTAL AUDIENCE (%)					12.5				17.5				14.3			
Program					← WALTONS (R)(OP) →				← MAGNUM, P.I. (R) →				← KNOTS LANDING (R) →			
AVERAGE AUDIENCE (Households (000))					7,080				9,960				8,090			
AVERAGE AUDIENCE (%)					9.1	8.5*		9.8*	12.8	11.9*		13.8*	10.4	10.2*		10.7*
SHARE OF AUDIENCE %					19	19 *		20 *	25	24 *		26 *	20	20 *		21 *
AVG. AUD. BY ¼ HR. %					8.3	8.6	9.6	10.0	11.0	12.8	13.6	14.0	9.8	10.5	10.6	10.8
NBC TV TOTAL AUDIENCE (Households (000))					16,880											
TOTAL AUDIENCE (%)					21.7											
Program					← NBC THURSDAY NIGHT MOVIES TWO MINUTE WARNING(R)(SUS-OP)(OP) →											
AVERAGE AUDIENCE (Households (000))					8,090											
AVERAGE AUDIENCE (%)					10.4	9.0*		9.8*		9.6*		9.5*		11.7*		12.7*
SHARE OF AUDIENCE %					21	20 *		20 *		19 *		18 *		22 *		25 *
AVG. AUD. BY ¼ HR. %					8.7	9.3	9.9	9.8	9.8	9.4	9.3	9.6	11.5	11.9	12.8	12.5
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	43.2	43.6	43.5	43.9	43.5	43.9	44.9	47.2	50.1	53.3	55.0	55.4	54.1	52.9	52.5	51.8
TV HOUSEHOLDS USING TV (See Def. 1) WK. 2	42.5	42.7	42.6	43.7	43.1	45.9	48.3	49.8	50.3	50.3	51.5	52.9	52.4	51.9	51.6	50.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.THU. JULY 23, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. JULY 17, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					10,970 14.1		10,040 12.9		13,770 17.7							
Program					BENSON (R)		I'M A BIG GIRL NOW (R)(OP)		← ABC FRIDAY NIGHT MOVIE DRIVE-IN(R) →							
AVERAGE AUDIENCE (Households (000) & %)					9,100 11.7		8,950 11.5		7,240 9.3	8.3*		8.5*		10.1*		10.1*
SHARE OF AUDIENCE %					28		26		19	17 *		17 *		20 *		20 *
AVG. AUD. BY ¼ HR. %					11.1	12.2	11.3	11.7	8.6	8.0	8.4	8.6	9.8	10.4	10.4	9.9
CBS TV TOTAL AUDIENCE (Households (000) & %)					11,900 15.3				18,130 23.3				15,090 19.4			
Program					← INCREDIBLE HULK (R)(OP) →				← DUKES OF HAZZARD (R) →				← DALLAS (R) →			
AVERAGE AUDIENCE (Households (000) & %)					8,250 10.6	9.2*		12.0*	13,540 17.4	16.6*		18.2*	12,140 15.6	15.3*		15.9*
SHARE OF AUDIENCE %					25	22 *		27 *	35	34 *		36 *	31	30 *		32 *
AVG. AUD. BY ¼ HR. %					9.1	9.4	11.8	12.1	15.6	17.7	18.1	18.3	15.0	15.5	15.9	15.8
NBC TV TOTAL AUDIENCE (Households (000) & %)					8,480 10.9		7,620 9.8		14,470 18.6							
Program					HARPER VALLEY (R)		COMEDY THEATRE DEAR TEACHER(R)(OP)		← NBC FRIDAY NIGHT MOVIE THE OTHER SIDE OF THE MOUNTAIN, PART 2(R)(SUS-OP) →							
AVERAGE AUDIENCE (Households (000) & %)					7,550 9.7		6,150 7.9		9,490 12.2	10.4*		11.7*		13.2*		13.6*
SHARE OF AUDIENCE %					23		18		25	22 *		23 *		26 *		27 *
AVG. AUD. BY ¼ HR. %					9.5	9.9	7.8	8.1	9.8	11.0	11.4	11.9	13.2	13.3	13.7	13.4

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					10,660 13.7		10,350 13.3		10,430 13.4							
Program					BENSON (R)		I'M A BIG GIRL NOW (R)		← ABC NEWS CLOSEUP RETURN TO AUSCHWITZ(R)(OP) →				← VIEWPOINT (SUS) →			
AVERAGE AUDIENCE (Households (000) & %)					9,260 11.9		9,020 11.6		6,540 8.4	8.6*		8.3*				
SHARE OF AUDIENCE %					27		25		17	18 *		16 *				
AVG. AUD. BY ¼ HR. %					11.2	12.5	11.7	11.4	8.9	8.2	8.4	8.1				
CBS TV TOTAL AUDIENCE (Households (000) & %)					11,360 14.6				21,470 27.6				20,070 25.8			
Program					← INCREDIBLE HULK (R)(OP) →				← DUKES OF HAZZARD (R) →				← DALLAS (R) →			
AVERAGE AUDIENCE (Households (000) & %)					7,780 10.0	8.3*		11.6*	16,030 20.6	18.7*		22.5*	15,640 20.1	19.9*		20.2*
SHARE OF AUDIENCE %					22	19 *		25 *	42	38 *		45 *	42	41 *		43 *
AVG. AUD. BY ¼ HR. %					7.9	8.7	10.9	12.3	17.3	20.1	22.1	22.9	19.7	20.1	20.6	19.9
NBC TV TOTAL AUDIENCE (Households (000) & %)					9,800 12.6		9,100 11.7		11,980 15.4				11,590 14.9			
Program					HARPER VALLEY (R)		COMEDY THEATRE THE GRADY NUTT SHOW(OP)		← STEVE ALLEN COMEDY HOUR (R)(OP) →				← RONA BARRETT-TODAY'S-RICH →			
AVERAGE AUDIENCE (Households (000) & %)					8,790 11.3		7,700 9.9		7,700 9.9	10.3*		9.4*	8,640 11.1	11.7*		10.5*
SHARE OF AUDIENCE %					26		21		20	21 *		19 *	23	24 *		22 *
AVG. AUD. BY ¼ HR. %					10.8	11.7	9.5	10.3	10.6	10.1	9.5	9.4	12.0	11.5	10.8	10.2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	40.3	40.4	39.7	40.7	40.6	42.0	42.7	44.8	47.2	49.2	49.7	50.7	50.2	50.4	50.0	49.2
WK. 2	42.3	42.7	41.3	42.1	42.8	44.8	45.7	47.7	48.3	49.4	50.1	50.7	48.6	48.5	47.3	46.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.FRI. JULY 24, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JULY 18, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					10,040 12.9				14,630 18.8				14,080 18.1			
ABC TV program					EIGHT IS ENOUGH (R)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
AVERAGE AUDIENCE (Households (000) & %)					6,850 8.8	7.8*		9.7*	10,970 14.1	13.2*		14.9*	10,890 14.0	13.1*		15.0*
SHARE OF AUDIENCE %					22	20 *		24 *	32	30 *		33 *	31	29 *		33 *
AVG. AUD. BY ¼ HR. %					7.8	7.9	9.2	10.3	12.8	13.6	14.7	15.1	12.6	13.6	14.4	15.5
CBS TV TOTAL AUDIENCE (Households (000) & %)					10,500 13.5				14,700 18.9							
CBS TV program					ENOS (R)(OP)				CBS SAT. NIGHT MOVIE THE MANITOU							
AVERAGE AUDIENCE (Households (000) & %)					8,010 10.3	9.9*		10.6*	9,340 12.0	11.2*		12.0*		12.4*		12.6*
SHARE OF AUDIENCE %					25	25 *		26 *	27	26 *		26 *		27 *		28 *
AVG. AUD. BY ¼ HR. %					9.3	10.5	10.7	10.6	11.0	11.4	11.8	12.1	12.6	12.3	12.9	12.3
NBC TV TOTAL AUDIENCE (Households (000) & %)					10,500 13.5				8,010 10.3				9,340 12.0			
NBC TV program					BARBARA MANDRELL (R)(OP)				BJ AND THE BEAR (R)(OP)				GAMES PEOPLE PLAY (R)			
AVERAGE AUDIENCE (Households (000) & %)					8,170 10.5	10.8*		10.2*	5,990 7.7	7.4*		8.0*	6,460 8.3	8.5*		8.1*
SHARE OF AUDIENCE %					26	27 *		25 *	17	17 *		18 *	18	19 *		18 *
AVG. AUD. BY ¼ HR. %					11.0	10.6	10.3	10.1	7.3	7.4	7.7	8.2	8.6	8.4	7.9	8.3

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					10,810 13.9				14,240 18.3				13,770 17.7			
ABC TV program					EIGHT IS ENOUGH (R)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
AVERAGE AUDIENCE (Households (000) & %)					7,240 9.3	8.4*		10.3*	11,130 14.3	13.9*		14.8*	10,350 13.3	13.0*		13.6*
SHARE OF AUDIENCE %					21	19 *		22 *	30	29 *		30 *	27	27 *		28 *
AVG. AUD. BY ¼ HR. %					8.1	8.6	9.4	11.2	13.2	14.5	15.0	14.6	13.1	12.8	13.6	13.6
CBS TV TOTAL AUDIENCE (Households (000) & %)					12,290 15.8				18,440 23.7							
CBS TV program					ENOS (R)(OP)				CBS SAT. NIGHT MOVIE DEATH CAR ON THE FREEWAY(R)							
AVERAGE AUDIENCE (Households (000) & %)					9,490 12.2	11.7*		12.7*	12,910 16.6	13.8*		15.2*		18.7*		18.7*
SHARE OF AUDIENCE %					27	27 *		28 *	34	29 *		31 *		38 *		39 *
AVG. AUD. BY ¼ HR. %					11.0	12.3	12.8	12.6	13.3	14.3	14.9	15.5	18.4	19.1	18.8	18.5
NBC TV TOTAL AUDIENCE (Households (000) & %)					11,750 15.1				7,940 10.2				7,620 9.8			
NBC TV program			NBC SPORTS SUMMER SEASON (SUS) (7:00-7:41PM)		BARBARA MANDRELL (R)(OP)				BJ AND THE BEAR (R)(SUS-OP)				GAMES PEOPLE PLAY (R)			
AVERAGE AUDIENCE (Households (000) & %)					8,870 11.4	11.3*		11.4*	5,840 7.5	7.2*		7.9*	5,370 6.9	6.6*		7.1*
SHARE OF AUDIENCE %					26	26 *		25 *	16	15 *		16 *	14	14 *		15 *
AVG. AUD. BY ¼ HR. %					11.4	11.3	11.7	11.1	7.2	7.2	7.7	8.0	6.6	6.6	6.8	7.5

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	37.4	37.2	37.8	38.5	39.6	40.4	40.7	41.4	42.7	44.3	45.2	45.7	44.7	45.6	45.2	45.3
WK. 2	40.5	43.0	43.9	44.6	43.1	43.7	45.2	46.9	46.9	48.0	48.9	49.3	48.4	49.0	48.6	47.7

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. JULY 25, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JULY 18, 1981

WEEK 1

Network	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	5,760 7.4															
	Program	ABC WEEKEND REPORT-SAT.															
	AVERAGE AUDIENCE (Households (000) & %)	5,680 7.3															
	SHARE OF AUDIENCE %	17															
	AVG. AUD. BY ¼ HR. %	7.3															
CBS TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
NBC TV	TOTAL AUDIENCE (Households (000) & %)			11,280 14.5													
	Program			← SATURDAY NIGHT → (11:30-12:48AM) (SUSTAINING 12:48-1:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)			6,850 8.8	8.9*		9.3*										
	SHARE OF AUDIENCE %			28	26 *		30 *										
	AVG. AUD. BY ¼ HR. %			8.8	9.0	9.4	9.3	7.8	7.5								

WEEK 2

Network	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	4,820 6.2															
	Program	ABC WEEKEND REPORT-SAT.															
	AVERAGE AUDIENCE (Households (000) & %)	4,670 6.0															
	SHARE OF AUDIENCE %	14															
	AVG. AUD. BY ¼ HR. %	6.0															
CBS TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
NBC TV	TOTAL AUDIENCE (Households (000) & %)			11,670 15.0													
	Program			← SATURDAY NIGHT → (11:30-12:47AM) (SUSTAINING 12:47-1:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)			6,540 8.4	9.0*		8.2*										
	SHARE OF AUDIENCE %			27	26 *		27 *										
	AVG. AUD. BY ¼ HR. %			9.7	8.3	8.5	7.9	7.7	7.3								

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	44.1	41.5	35.9	33.7	32.1	30.8	27.7	25.4	22.7	20.5	17.1	15.5	13.4	12.3	10.7	9.2
	WK. 2	45.3	42.3	36.7	33.4	31.5	29.1	26.6	24.9	23.1	21.5	19.0	16.6	14.9	13.3	11.6	9.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. JULY 25, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JULY 19, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))	5,600				18,590											
TOTAL AUDIENCE (%)	7.2				23.9											
Program	OMNIBUS (OP)				ABC SUNDAY NIGHT MOVIE VOYAGE OF THE DAMNED											
AVERAGE AUDIENCE (Households (000))	3,500				9,570											
AVERAGE AUDIENCE (%)	4.5	4.6*		4.4*	12.3	11.5*		12.5*		12.4*		12.3*		12.4*		12.6*
SHARE OF AUDIENCE %	9	10 *		9 *	22	23 *		24 *		22 *		21 *		22 *		23 *
AVG. AUD. BY ¼ HR. %	4.8	4.4	4.6	4.3	10.9	12.1	12.5	12.5	12.4	12.3	12.3	12.3	12.5	12.4	12.5	12.6
CBS TV TOTAL AUDIENCE (Households (000))	20,460				13,380		12,910		18,210		19,610		19,990			
TOTAL AUDIENCE (%)	26.3				17.2		16.6		23.4		25.2		25.7			
Program	60 MINUTES (R)				ARCHIE BUNKER'S PLACE (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)		TRAPPER JOHN, M.D. (R)			
AVERAGE AUDIENCE (Households (000))	15,790				11,670		11,670		15,950		17,740		16,420			
AVERAGE AUDIENCE (%)	20.3	19.3*		21.3*	15.0		15.0		20.5		22.8		21.1	21.1*		21.0*
SHARE OF AUDIENCE %	42	41 *		43 *	30		29		36		39		38	37 *		39 *
AVG. AUD. BY ¼ HR. %	18.3	20.3	21.3	21.3	14.9	15.0	14.6	15.4	19.2	21.8	22.3	23.4	21.0	21.3	20.9	21.1
NBC TV TOTAL AUDIENCE (Households (000))	13,150				14,700				18,440							
TOTAL AUDIENCE (%)	16.9				18.9				23.7							
Program	DISNEY'S WONDERFUL WORLD NOW YOU SEE HIM, NOW YOU DON'T, PART 2(R)				CHIPS (R)(OP)				BIG EVENT 100 YEARS OF GOLDEN HITS(SUS-OP)							
AVERAGE AUDIENCE (Households (000))	9,730				11,050				11,130							
AVERAGE AUDIENCE (%)	12.5	11.4*		13.5*	14.2	13.7*		14.7*	14.3	14.1*		14.4*		15.4*		13.2*
SHARE OF AUDIENCE %	26	24 *		28 *	28	27 *		28 *	25	25 *		25 *		27 *		25 *
AVG. AUD. BY ¼ HR. %	10.4	12.4	13.0	14.0	13.5	14.0	14.3	15.2	13.8	14.4	14.4	14.3	15.7	15.2	13.8	12.5

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))	6,380				10,500				23,570							
TOTAL AUDIENCE (%)	8.2				13.5				30.3							
Program	THOSE AMAZING ANIMALS (R)				ABC NEWS SPECIAL SOCIAL SECURITY(OP)				ABC SUNDAY NIGHT MOVIE CITY IN FEAR(R) (9:00-11:51PM)							
AVERAGE AUDIENCE (Households (000))	3,890				8,250				13,070							
AVERAGE AUDIENCE (%)	5.0	4.9*		5.1*	10.6	9.9*		11.2*	16.8	14.8*		16.0*		17.3*		18.0*
SHARE OF AUDIENCE %	10	11 *		10 *	20	19 *		20 *	32	26 *		27 *		31 *		33 *
AVG. AUD. BY ¼ HR. %	5.3	4.6	4.6	5.6	9.6	10.2	10.8	11.6	14.5	15.1	15.8	16.2	16.8	17.9	18.2	17.7
CBS TV TOTAL AUDIENCE (Households (000))	20,460				13,620		14,320		17,740		17,890		19,680			
TOTAL AUDIENCE (%)	26.3				17.5		18.4		22.8		23.0		25.3			
Program	60 MINUTES (R)				ARCHIE BUNKER'S PLACE (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)		TRAPPER JOHN, M.D. (R)			
AVERAGE AUDIENCE (Households (000))	16,030				12,370		13,230		15,480		16,490		15,480			
AVERAGE AUDIENCE (%)	20.6	20.1*		21.1*	15.9		17.0		19.9		21.2		19.9	20.2*		19.7*
SHARE OF AUDIENCE %	43	43 *		43 *	31		31		34		36		36	36 *		36 *
AVG. AUD. BY ¼ HR. %	19.5	20.8	21.4	20.9	15.8	16.0	16.4	17.6	19.0	20.9	20.7	21.8	20.0	20.3	19.6	19.7
NBC TV TOTAL AUDIENCE (Households (000))	13,540				15,720				16,030							
TOTAL AUDIENCE (%)	17.4				20.2				20.6							
Program	DISNEY'S WONDERFUL WORLD THE MISADVENTURES OF CHIP 'N' DALE(R)				CHIPS (R)(OP)				BIG EVENT GREATEST HEROES OF THE BIBLE(OP)							
AVERAGE AUDIENCE (Households (000))	9,800				11,750				9,020							
AVERAGE AUDIENCE (%)	12.6	11.4*		13.8*	15.1	14.2*		16.0*	11.6	12.0*		11.8*		11.6*		11.0*
SHARE OF AUDIENCE %	26	25 *		28 *	28	28 *		29 *	20	21 *		20 *		21 *		20 *
AVG. AUD. BY ¼ HR. %	10.7	12.1	13.6	14.1	13.8	14.6	15.9	16.1	12.2	11.8	11.9	11.7	11.4	11.8	11.1	10.9

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	45.5	47.7	48.7	49.4	49.4	50.5	51.5	53.2	55.7	58.0	58.0	58.9	57.9	56.6	54.6	52.8
WK. 2	46.0	47.0	48.8	49.7	50.5	52.8	54.6	55.8	56.9	58.9	58.4	58.6	56.0	56.2	55.0	53.8

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SUN. JULY 26, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JULY 19, 1981

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	3,420 4.4															
Program	ABC WEEKEND REPORT SUN.															
AVERAGE AUDIENCE (Households (000) & %)	3,190 4.1															
SHARE OF AUDIENCE %	9															
AVG. AUD. BY ¼ HR. %	4.1															
CBS TV TOTAL AUDIENCE (Households (000) & %)	5,600 7.2															
Program	CBS SUNDAY NEWS-OSGOOD															
AVERAGE AUDIENCE (Households (000) & %)	5,370 6.9															
SHARE OF AUDIENCE %	15															
AVG. AUD. BY ¼ HR. %	6.9															
NBC TV TOTAL AUDIENCE (Households (000) & %)			2,650 3.4													
Program			NBC LATE NIGHT MOVIE THE ADVENTURES OF NELLIE BLY(R) (11:30-1:14AM) (SUSTAINING 1:14-1:30AM)													
AVERAGE AUDIENCE (Households (000) & %)			1,240 1.6	1.7*		1.7*		1.4*								
SHARE OF AUDIENCE %			7	5 *		7 *		7 *								
AVG. AUD. BY ¼ HR. %			1.7	1.6	1.8	1.6	1.4	1.3	1.4							

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)				3,190 4.1												
Program	ABC SUNDAY NIGHT MOVIE CITY IN FEAR(R) (9:00-11:51PM) (→OP)			ABC WEEKEND REPORT-SUN. (11:51-12:06AM) (OP)												
AVERAGE AUDIENCE (Households (000) & %)		17.7*		3,190 4.1												
SHARE OF AUDIENCE %		37 *		13												
AVG. AUD. BY ¼ HR. %	18.4	17.1	17.2	4.5	3.5											
CBS TV TOTAL AUDIENCE (Households (000) & %)	5,520 7.1															
Program	CBS SUNDAY NEWS-OSGOOD															
AVERAGE AUDIENCE (Households (000) & %)	5,290 6.8															
SHARE OF AUDIENCE %	14															
AVG. AUD. BY ¼ HR. %	6.8															
NBC TV TOTAL AUDIENCE (Households (000) & %)			2,880 3.7													
Program			NBC LATE NIGHT MOVIE THE SEVEN-PER-CENT SOLUTION(R) (11:30-12:45AM) (SUSTAINING 12:45-1:30AM)													
AVERAGE AUDIENCE (Households (000) & %)			1,630 2.1	2.0*		2.2*										
SHARE OF AUDIENCE %			7	5 *		8 *										
AVG. AUD. BY ¼ HR. %			2.1	1.9	2.1	2.3	2.2									

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	46.5	40.8	33.1	29.7	26.3	24.8	21.4	18.5	16.3	14.5	12.0	9.6	7.7	6.6	5.1	4.3
WK. 2	50.3	45.3	39.6	34.1	29.0	25.0	21.0	19.8	17.2	15.4	13.2	11.5	9.2	8.4	6.9	5.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SUN. JULY 26, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 13-17, 1981

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1																	
ABC TV	TOTAL AUDIENCE (Households (000) & %)			3,810 4.9				4,820 6.2									
	Program	← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING)				← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)			3,030 3.9				3,810 4.9									
	SHARE OF AUDIENCE %			30				26									
	AVG. AUD. BY ¼ HR. %			3.9	4.0			4.9	5.0								
CBS TV	TOTAL AUDIENCE (Households (000) & %)	2,570 3.3				2,720 3.5								5,370 6.9		7,000 9.0	
	Program	← MORNING-CHARLES KURALT →				← CAPTAIN KANGAROO →								JEFFERSONS M-F		ALICE-M-F	
	AVERAGE AUDIENCE (Households (000) & %)	1,400 1.8	1.7*		2.0*	1,630 2.1	1.9*		2.4*					4,430 5.7		5,990 7.7	
	SHARE OF AUDIENCE %	16	18 *		15 *	12	12 *		13 *					26		34	
	AVG. AUD. BY ¼ HR. %	1.5	1.8	2.0	2.0	1.8	2.1	2.2	2.5					5.2	6.3	7.4	8.0
NBC TV	TOTAL AUDIENCE (Households (000) & %)			3,810 4.9				4,280 5.5						2,800 3.6		3,350 4.3	
	Program	← TODAY SHOW-7.30AM → (CO-OP) (PARTICIPATING)				← TODAY SHOW-8.30AM → (CO-OP) (PARTICIPATING)								LAS VEGAS GAMBIT		BLOCKBUSTERS	
	AVERAGE AUDIENCE (Households (000) & %)			3,030 3.9				3,580 4.6						2,330 3.0		2,880 3.7	
	SHARE OF AUDIENCE %			30				25						14		16	
	AVG. AUD. BY ¼ HR. %			3.7	4.1			4.6	4.6					2.8	3.2	3.7	3.7
WEEK 2																	
ABC TV	TOTAL AUDIENCE (Households (000) & %)			3,810 4.9				4,510 5.8									
	Program	← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING)				← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)			3,110 4.0				3,730 4.8									
	SHARE OF AUDIENCE %			29				24									
	AVG. AUD. BY ¼ HR. %			4.0	4.0			4.7	4.8								
CBS TV	TOTAL AUDIENCE (Households (000) & %)	2,720 3.5				3,350 4.3								5,910 7.6		7,550 9.7	
	Program	← MORNING-CHARLES KURALT →				← CAPTAIN KANGAROO →								JEFFERSONS M-F		ALICE-M-F	
	AVERAGE AUDIENCE (Households (000) & %)	1,560 2.0	1.8*		2.3*	1,870 2.4	2.0*		2.9*					4,900 6.3		6,460 8.3	
	SHARE OF AUDIENCE %	17	18 *		17 *	13	12 *		15 *					28		35	
	AVG. AUD. BY ¼ HR. %	1.6	1.9	2.2	2.4	1.8	2.2	2.6	3.1					5.7	6.8	8.0	8.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)			3,890 5.0				4,750 6.1						2,720 3.5		3,190 4.1	
	Program	← TODAY SHOW-7.30AM → (CO-OP) (PARTICIPATING)				← TODAY SHOW-8.30AM → (CO-OP) (PARTICIPATING)								LAS VEGAS GAMBIT		BLOCKBUSTERS	
	AVERAGE AUDIENCE (Households (000) & %)			3,190 4.1				3,970 5.1						2,330 3.0		2,800 3.6	
	SHARE OF AUDIENCE %			30				26						13		15	
	AVG. AUD. BY ¼ HR. %			3.8	4.4			5.2	5.0					2.9	3.0	3.7	3.6
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	6.9	8.5	10.0	11.0	12.8	14.9	16.4	17.7	18.9	19.9	20.7	21.4	21.7	22.6	22.8	23.0
	WK. 2	6.9	8.6	10.3	12.3	14.4	16.1	17.8	18.9	19.9	21.0	22.0	22.8	22.6	23.6	23.7	24.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 20-24, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 13-17, 1981

		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1 — ABC TV	TOTAL AUDIENCE (Households (000) & %)	9,490 12.2				7,390 9.5		6,850 8.8		10,040 12.9				10,190 13.1			
	Program	← THREE'S COMPANY DAYTIME →				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		← ALL MY CHILDREN (OP) →				← ONE LIFE TO LIVE (SUS-OP) →			
	AVERAGE AUDIENCE (Households (000))	7,240				6,220		5,760		7,470				7,940			
	AVERAGE AUDIENCE (%)	9.3	8.8*		9.9*	8.0		7.4		9.6	9.2*		10.1*	10.2	10.0*		10.5*
	SHARE OF AUDIENCE %	38	37 *		39 *	30		28		33	31 *		35 *	35	35 *		36 *
	AVG. AUD. BY ¼ HR. %	8.2	9.3	9.8	10.0	7.8	8.2	7.4	7.3	8.9	9.4	10.0	10.1	9.9	10.0	10.3	10.7
WEEK 1 — CBS TV	TOTAL AUDIENCE (Households (000) & %)	5,990 7.7		6,540 8.4				8,250 10.6				7,000 9.0				5,600 7.2	
	Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				SEARCH FOR TOMORROW	
	AVERAGE AUDIENCE (Households (000))	4,900		5,600				5,910				5,060				4,980	
	AVERAGE AUDIENCE (%)	6.3		7.2				7.6	7.6*		7.7*	6.5	6.3*		6.7*	6.4	
	SHARE OF AUDIENCE %	26		28				28	29 *		28 *	22	22 *		23 *	22	
	AVG. AUD. BY ¼ HR. %	6.2	6.5	7.1	7.3			7.6	7.7	7.7	7.7	6.4	6.2	6.7	6.7	6.3	6.5
WEEK 1 — NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,360 5.6		3,660 4.7		2,720 3.5		3,350 4.3		5,840 7.5				4,590 5.9			
	Program	WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		← DAYS OF OUR LIVES →				← ANOTHER WORLD →			
	AVERAGE AUDIENCE (Households (000))	3,660		3,190		2,260		2,650		4,430				3,500			
	AVERAGE AUDIENCE (%)	4.7		4.1		2.9		3.4		5.7	5.5*		5.9*	4.5	4.4*		4.5*
	SHARE OF AUDIENCE %	20		16		11		13		20	19 *		20 *	16	15 *		16 *
	AVG. AUD. BY ¼ HR. %	4.6	4.7	4.1	4.1	2.7	3.0	3.3	3.6	5.3	5.6	6.0	5.9	4.4	4.5	4.6	4.5
WEEK 2 — ABC TV	TOTAL AUDIENCE (Households (000) & %)	10,190 13.1				7,470 9.6		7,000 9.0		10,190 13.1				10,350 13.3			
	Program	← THREE'S COMPANY DAYTIME →				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		← ALL MY CHILDREN (OP) →				← ONE LIFE TO LIVE (SUS-OP) →			
	AVERAGE AUDIENCE (Households (000))	7,700				6,220		5,910		7,780				8,090			
	AVERAGE AUDIENCE (%)	9.9	9.1*		10.7*	8.0		7.6		10.0	9.6*		10.5*	10.4	10.0*		10.7*
	SHARE OF AUDIENCE %	39	37 *		41 *	30		28		33	32 *		35 *	35	34 *		37 *
	AVG. AUD. BY ¼ HR. %	8.5	9.8	10.6	10.8	7.8	8.1	7.6	7.7	9.1	10.0	10.5	10.5	10.0	10.1	10.5	10.9
WEEK 2 — CBS TV	TOTAL AUDIENCE (Households (000) & %)	5,600 7.2		5,990 7.7				8,640 11.1				7,470 9.6				5,910 7.6	
	Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				SEARCH FOR TOMORROW	
	AVERAGE AUDIENCE (Households (000))	4,750		5,210				6,380				5,520				5,210	
	AVERAGE AUDIENCE (%)	6.1		6.7				8.2	7.8*		8.4*	7.1	6.8*		7.4*	6.7	
	SHARE OF AUDIENCE %	25		26				30	29 *		29 *	24	23 *		25 *	23	
	AVG. AUD. BY ¼ HR. %	6.1	6.1	6.7	6.8			7.7	8.0	8.4	8.4	6.9	6.8	7.3	7.6	6.7	6.7
WEEK 2 — NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,050 5.2		3,660 4.7		2,800 3.6		3,270 4.2		5,910 7.6				4,590 5.9			
	Program	WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		← DAYS OF OUR LIVES →				← ANOTHER WORLD →			
	AVERAGE AUDIENCE (Households (000))	3,420		3,190		2,330		2,880		4,360				3,420			
	AVERAGE AUDIENCE (%)	4.4		4.1		3.0		3.7		5.6	5.5*		5.8*	4.4	4.5*		4.4*
	SHARE OF AUDIENCE %	18		16		11		14		19	18 *		19 *	15	15 *		15 *
	AVG. AUD. BY ¼ HR. %	4.4	4.5	3.9	4.3	2.9	3.2	3.7	3.8	5.5	5.5	5.7	5.7	4.6	4.4	4.3	4.4
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	23.3	24.6	25.2	26.1	26.3	27.4	26.4	27.5	28.6	29.6	29.4	29.5	28.5	28.9	28.7	29.1
	WK. 2	23.9	25.0	25.3	26.2	26.9	28.2	27.3	27.9	29.2	29.9	29.5	29.7	29.1	29.6	29.1	29.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 20-24, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 13-17, 1981

	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	**ABC TV**																
	TOTAL AUDIENCE (Households (000) & %)	11,830 15.2				4,670 6.0										9,800 12.6	
	Program	← GENERAL HOSPITAL (SUS-OP) →				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	9,730 12.5	12.3*		12.7*	4,050 5.2										8,320 10.7	
	SHARE OF AUDIENCE %	41	41 *		42 *	18										24	
	AVG. AUD. BY ¼ HR. %	11.8	12.6	12.8	12.5	5.4	5.1									10.6	10.8
	CBS TV																
	TOTAL AUDIENCE (Households (000) & %)	6,920 8.9				4,430 5.7										9,340 12.0	
	Program	← GUIDING LIGHT (OP) →				ONE DAY AT A TIME-M-F										CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	5,600 7.2	7.3*		7.1*	3,730 4.8										8,010 10.3	
	SHARE OF AUDIENCE %	24	24 *		23 *	17										23	
	AVG. AUD. BY ¼ HR. %	7.3	7.2	7.3	7.0	4.5	5.1									10.2	10.4
	NBC TV																
	TOTAL AUDIENCE (Households (000) & %)	3,810 4.9														8,480 10.9	
	Program	← TEXAS →														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	2,880 3.7	3.7*		3.7*											7,310 9.4	
	SHARE OF AUDIENCE %	12	12 *		12 *											21	
	AVG. AUD. BY ¼ HR. %	3.7	3.7	3.7	3.7											9.1	9.8
WEEK 2	**ABC TV**																
	TOTAL AUDIENCE (Households (000) & %)	12,060 15.5				4,590 5.9										9,180 11.8	
	Program	← GENERAL HOSPITAL (SUS-OP) →				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	10,040 12.9	12.6*		13.2*	4,050 5.2										8,010 10.3	
	SHARE OF AUDIENCE %	42	42 *		43 *	18										23	
	AVG. AUD. BY ¼ HR. %	12.2	12.9	13.3	13.0	5.5	4.9									10.1	10.6
	CBS TV																
	TOTAL AUDIENCE (Households (000) & %)	6,540 8.4				4,590 5.9										9,730 12.5	
	Program	← GUIDING LIGHT (OP) →				ONE DAY AT A TIME-M-F										CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	5,450 7.0	6.9*		7.0*	3,730 4.8										8,320 10.7	
	SHARE OF AUDIENCE %	23	23 *		23 *	17										24	
	AVG. AUD. BY ¼ HR. %	6.8	7.1	7.1	6.9	4.5	5.1									10.7	10.7
	NBC TV																
	TOTAL AUDIENCE (Households (000) & %)	3,730 4.8														8,320 10.7	
	Program	← TEXAS →														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	2,880 3.7	3.7*		3.6*											7,240 9.3	
	SHARE OF AUDIENCE %	12	12 *		12 *											21	
	AVG. AUD. BY ¼ HR. %	3.7	3.7	3.6	3.6											9.0	9.7
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	29.2	30.1	30.4	30.4	28.0	29.4	29.8	31.4	33.0	34.6	36.2	38.9	41.8	43.6	43.7	44.5
	WK. 2	29.6	30.5	31.0	31.2	28.7	30.0	31.0	32.1	33.3	35.2	36.7	39.0	41.9	43.7	43.9	44.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 20-24, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JULY 18, 1981

WEEK 1

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV												
TOTAL AUDIENCE (Households (000) & %)	2,260 2.9		3,660 4.7		4,900 6.3		6,150 7.9		7,240 9.3		6,220 8.0	
Program	GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
AVERAGE AUDIENCE (Households (000) & %)	2,020 2.6		2,720 3.5		4,050 5.2		5,130 6.6		6,150 7.9		5,370 6.9	
SHARE OF AUDIENCE %	30		30		31		35		39		33	
AVG. AUD. BY ¼ HR. %	2.2	2.9	3.4	3.7	4.7	5.8	6.6	6.5	7.8	8.0	6.9	7.0
CBS TV												
TOTAL AUDIENCE (Households (000) & %)	2,020 2.6		3,190 4.1		4,980 6.4		5,520 7.1		4,590 5.9		4,750 6.1	
Program	TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3		ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)	
AVERAGE AUDIENCE (Households (000) & %)	1,480 1.9		2,650 3.4		3,970 5.1		4,590 5.9		3,810 4.9		3,730 4.8	
SHARE OF AUDIENCE %	20		27		31		31		24		23	
AVG. AUD. BY ¼ HR. %	1.7	2.2	3.0	3.8	5.1	5.0	5.8	6.0	4.8	5.0	5.0	4.6
NBC TV												
TOTAL AUDIENCE (Households (000) & %)	1,560 2.0		2,410 3.1		2,880 3.7		3,500 4.5		3,890 5.0		3,890 5.0	
Program	FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		GODZILLA (OP)		BATMAN & SUPER 7 I (OP)		BATMAN & SUPER 7 II (OP)		DAFFY DUCK SHOW (OP)	
AVERAGE AUDIENCE (Households (000) & %)	1,320 1.7		1,950 2.5		2,180 2.8		2,880 3.7		3,350 4.3		3,350 4.3	
SHARE OF AUDIENCE %	20		22		19		21		21		20	
AVG. AUD. BY ¼ HR. %	1.5	2.0	2.5	2.5	2.7	2.9	3.4	3.9	4.2	4.4	4.3	4.4

WEEK 2

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV												
TOTAL AUDIENCE (Households (000) & %)	2,490 3.2		3,500 4.5		4,280 5.5		5,840 7.5		6,220 8.0		5,450 7.0	
Program	GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
AVERAGE AUDIENCE (Households (000) & %)	1,870 2.4		2,800 3.6		3,270 4.2		4,670 6.0		5,450 7.0		4,750 6.1	
SHARE OF AUDIENCE %	32		32		29		34		34		29	
AVG. AUD. BY ¼ HR. %	2.0	2.9	3.4	3.9	3.9	4.5	5.5	6.5	7.2	6.8	6.4	5.9
CBS TV												
TOTAL AUDIENCE (Households (000) & %)	1,560 2.0		3,350 4.3		4,510 5.8		5,760 7.4		5,130 6.6		5,990 7.7	
Program	TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3		ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)	
AVERAGE AUDIENCE (Households (000) & %)	1,170 1.5		2,650 3.4		3,810 4.9		4,200 5.4		4,360 5.6		4,670 6.0	
SHARE OF AUDIENCE %	18		28		34		31		28		28	
AVG. AUD. BY ¼ HR. %	1.4	1.6	3.1	3.8	4.7	5.2	5.5	5.4	5.1	6.1	6.3	5.8
NBC TV												
TOTAL AUDIENCE (Households (000) & %)	1,320 1.7		2,490 3.2		2,490 3.2		2,720 3.5		3,500 4.5		3,730 4.8	
Program	FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		GODZILLA (OP)		BATMAN & SUPER 7 I (OP)		BATMAN & SUPER 7 II (OP)		DAFFY DUCK SHOW (OP)	
AVERAGE AUDIENCE (Households (000) & %)	1,010 1.3		1,950 2.5		2,100 2.7		2,020 2.6		2,800 3.6		2,960 3.8	
SHARE OF AUDIENCE %	17		22		19		16		19		18	
AVG. AUD. BY ¼ HR. %	1.2	1.5	2.3	2.7	2.6	2.8	2.5	2.7	3.6	3.7	3.2	4.4

TV HOUSEHOLDS USING TV (See Def. 1)	:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	4.3	4.8	5.7	7.1	8.8	10.3	11.9	13.7	15.7	17.4	18.6	19.1	19.8	20.8	21.0	21.4
WK. 2	3.9	4.1	4.5	5.3	7.5	9.2	11.4	13.2	13.7	15.5	16.6	18.3	19.8	20.8	20.7	21.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. JULY 25, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JULY 18, 1981

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	5,370 6.9		4,670 6.0		3,890 5.0		6,460 8.3									
ABC TV program	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS THE CONTEST KID STRIKES AGAIN		← BRITISH OPEN-SAT →									
AVERAGE AUDIENCE (Households (000) & %)	4,360 5.6		3,730 4.8		3,350 4.3		3,420 4.4	4.1*		4.4*		4.7*				
SHARE OF AUDIENCE %	27		24		19		19	17 *		18 *		20 *				
AVG. AUD. BY ¼ HR. %	5.6	5.5	4.8	4.8	4.4	4.1	4.1	4.1	4.2	4.6	4.7	4.8				
CBS TV TOTAL AUDIENCE (Households (000) & %)	4,670 6.0		5,910 7.6		5,370 6.9		5,760 7.4		5,130 6.6		4,050 5.2					
CBS TV program	TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES					
AVERAGE AUDIENCE (Households (000) & %)	3,810 4.9		4,820 6.2		4,510 5.8		4,750 6.1		4,050 5.2		3,270 4.2					
SHARE OF AUDIENCE %	22		28		26		26		22		18					
AVG. AUD. BY ¼ HR. %	4.6	5.2	5.7	6.6	6.0	5.5	6.2	6.0	5.5	4.9	4.3	4.2				
NBC TV TOTAL AUDIENCE (Households (000) & %)	4,280 5.5		4,280 5.5		3,730 4.8		3,190 4.1						11,900 15.3			
NBC TV program	JETSONS (OP)		HONG KONG PHOOEY (OP)		JONNY QUEST (OP)		FLINTSTONES						← NBC SPORTS-SUMMER SEASON (2:00-5:00PM) →			
AVERAGE AUDIENCE (Households (000) & %)	3,660 4.7		3,730 4.8		3,350 4.3		2,720 3.5						4,280 5.5	4.3*		4.5*
SHARE OF AUDIENCE %	21		22		19		15						22	18 *		19 *
AVG. AUD. BY ¼ HR. %	4.3	5.0	4.8	4.8	4.2	4.3	3.4	3.7					4.4	4.1	4.6	4.3

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	4,360 5.6		4,050 5.2		5,520 7.1		5,840 7.5									
ABC TV program	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS THE RANSOM OF RED CHIEF		← AMERICAN BANDSTAND '81 →									
AVERAGE AUDIENCE (Households (000) & %)	3,890 5.0		3,420 4.4		4,510 5.8		3,350 4.3	3.7*		4.8*						
SHARE OF AUDIENCE %	24		22		25		18	16 *		20 *						
AVG. AUD. BY ¼ HR. %	5.1	4.9	4.5	4.2	5.8	5.9	3.9	3.4	4.6	5.1						
CBS TV TOTAL AUDIENCE (Households (000) & %)	6,460 8.3		6,220 8.0		5,290 6.8		4,510 5.8		3,810 4.9		3,970 5.1					
CBS TV program	TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES					
AVERAGE AUDIENCE (Households (000) & %)	5,290 6.8		5,210 6.7		4,120 5.3		3,730 4.8		2,960 3.8		3,190 4.1					
SHARE OF AUDIENCE %	31		31		23		21		16		17					
AVG. AUD. BY ¼ HR. %	6.7	6.9	6.6	6.8	5.3	5.3	4.8	4.8	3.8	3.7	4.1	4.1				
NBC TV TOTAL AUDIENCE (Households (000) & %)	3,730 4.8		3,420 4.4		2,650 3.4		2,650 3.4						16,420 21.1			
NBC TV program	JETSONS (OP)		HONG KONG PHOOEY (OP)		JONNY QUEST (OP)		FLINTSTONES						← NBC SPORTS-SUMMER SEASON (2:00-6:30PM) →			
AVERAGE AUDIENCE (Households (000) & %)	3,030 3.9		2,960 3.8		2,180 2.8		2,020 2.6						4,900 6.3	4.3*		5.6*
SHARE OF AUDIENCE %	18		18		12		11						22	18 *		22 *
AVG. AUD. BY ¼ HR. %	3.8	4.0	3.7	3.8	2.7	2.9	2.4	2.8					4.2	4.5	5.2	5.9

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	21.8	22.1	21.6	22.1	22.2	22.4	23.3	24.1	23.4	23.7	23.4	23.9	23.0	23.0	23.0	23.4
WK. 2	21.9	22.1	21.5	21.9	23.0	23.2	22.6	23.3	23.9	24.9	24.5	24.4	23.9	24.6	25.7	26.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. JULY 25, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JULY 18, 1981

	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1																	
ABC TV	TOTAL AUDIENCE (Households (000))									13,380							
	TOTAL AUDIENCE (%)									17.2							
	Program									ABC WIDE WORLD-SPORTS SAT →							
	AVERAGE AUDIENCE (Households (000))									8,640							
	AVERAGE AUDIENCE (%)									11.1	9.4*		11.1*		12.9*		
	SHARE OF AUDIENCE %									32	30 *		33 *		34 *		
	AVG. AUD. BY ¼ HR. %									8.8	10.0	10.8	11.5	12.6	13.2		
CBS TV	TOTAL AUDIENCE (Households (000))							6,540								7,780	
	TOTAL AUDIENCE (%)							8.4								10.0	
	Program							CBS SPORTS SATURDAY →								CBS SAT. NEWS-SCHIEFFER	
	AVERAGE AUDIENCE (Households (000))							2,880								6,070	
	AVERAGE AUDIENCE (%)							3.7	3.3*		3.9*		3.9*			7.8	
	SHARE OF AUDIENCE %							12	12 *		13 *		12 *			21	
	AVG. AUD. BY ¼ HR. %							3.2	3.4	4.1	3.8	3.5	4.3			7.7	8.0
NBC TV	TOTAL AUDIENCE (Households (000))															5,990	
	TOTAL AUDIENCE (%)															7.7	
	Program	NBC SPORTS-SUMMER SEASON (2:00-5:00PM) →														NBC NIGHTLY NEWS-SAT.	
	AVERAGE AUDIENCE (Households (000))															4,590	
	AVERAGE AUDIENCE (%)		5.3*		5.6*		6.3*		6.9*							5.9	
	SHARE OF AUDIENCE %		22 *		23 *		25 *		25 *							16	
	AVG. AUD. BY ¼ HR. %	5.1	5.4	5.6	5.6	5.9	6.7	7.3	6.5							5.7	6.0
WEEK 2																	
ABC TV	TOTAL AUDIENCE (Households (000))					3,890				9,730							
	TOTAL AUDIENCE (%)					5.0				12.5							
	Program					U.S. WOMENS OPEN GOLF-SAT				ABC WIDE WORLD-SPORTS SAT →							
	AVERAGE AUDIENCE (Households (000))					2,260				4,360							
	AVERAGE AUDIENCE (%)					2.9	2.8*		2.9*	5.6	4.3*		5.7*		6.8*		
	SHARE OF AUDIENCE %					10	10 *		10 *	16	14 *		17 *		18 *		
	AVG. AUD. BY ¼ HR. %					3.1	2.5	2.9	3.0	4.2	4.5	5.3	6.1	7.2	6.4		
CBS TV	TOTAL AUDIENCE (Households (000))							8,950								8,250	
	TOTAL AUDIENCE (%)							11.5								10.6	
	Program							CBS SPORTS SATURDAY →								CBS SAT. NEWS-SCHIEFFER	
	AVERAGE AUDIENCE (Households (000))							4,670								7,240	
	AVERAGE AUDIENCE (%)							6.0	6.1*		6.3*		5.7*			9.3	
	SHARE OF AUDIENCE %							19	21 *		20 *		17 *			24	
	AVG. AUD. BY ¼ HR. %							5.9	6.3	6.4	6.1	5.6	5.7			9.2	9.5
NBC TV	TOTAL AUDIENCE (Households (000))															5,370	
	TOTAL AUDIENCE (%)															6.9	
	Program	NBC SPORTS-SUMMER SEASON (2:00-6:30PM) →														NBC NIGHTLY NEWS-SAT.	
	AVERAGE AUDIENCE (Households (000))															4,280	
	AVERAGE AUDIENCE (%)		6.6*		6.9*		6.9*		6.0*		6.0*		7.2*		6.9*	5.5	
	SHARE OF AUDIENCE %		25 *		26 *		25 *		21 *		20 *		21 *		19 *	14	
	AVG. AUD. BY ¼ HR. %	6.3	6.8	7.1	6.6	7.0	6.8	6.4	5.5	5.7	6.4	7.0	7.3	7.1	6.8	5.3	5.7
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	23.1	23.9	24.6	25.1	25.9	26.8	28.2	29.2	30.5	31.5	32.5	34.7	37.3	38.8	37.7	37.5
	WK. 2	26.2	26.4	27.1	27.4	28.0	27.9	28.8	29.6	30.6	31.7	33.7	34.7	36.8	37.8	38.8	39.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. JULY 25, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 19, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)													1,630 2.1		2,490 3.2	
Program													KIDS ARE PEOPLE TOO I		KIDS ARE PEOPLE TOO II (OP)	
AVERAGE AUDIENCE (Households (000) & %)													1,320 1.7		2,180 2.8	
SHARE OF AUDIENCE %													10		14	
AVG. AUD. BY ¼ HR. %													1.6	1.8	2.8	3.0
CBS TV TOTAL AUDIENCE (Households (000) & %)									4,750 6.1							
Program					MIGHTY MOUSE/ HECKLE-JECKL (SUS)(SUS-OP)		THREE ROBONIC STOOGES (SUS)(SUS-OP)		← SUNDAY MORNING →						MARSHALL EFRON (SUS)	
AVERAGE AUDIENCE (Households (000) & %)									2,570 3.3	3.0*		3.7*		3.2*		
SHARE OF AUDIENCE %									23	24 *		26 *		19 *		
AVG. AUD. BY ¼ HR. %									2.6	3.4	3.6	3.8	3.2	3.3		
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															2,650 3.4	
Program															KIDS ARE PEOPLE TOO I	
AVERAGE AUDIENCE (Households (000) & %)															2,100 2.7	
SHARE OF AUDIENCE %															14	
AVG. AUD. BY ¼ HR. %															2.6	2.7
CBS TV TOTAL AUDIENCE (Households (000) & %)									5,600 7.2							
Program					MIGHTY MOUSE/ (SUS)(SUS-OP)		THREE ROBONIC STOOGES (SUS)		← SUNDAY MORNING →						MARSHALL EFRON (SUS)	
AVERAGE AUDIENCE (Households (000) & %)									2,880 3.7	2.8*		4.1*		4.3*		
SHARE OF AUDIENCE %									24	22 *		27 *		23 *		
AVG. AUD. BY ¼ HR. %									2.7	3.0	4.0	4.2	4.0	4.5		
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	3.6	4.1	4.4	4.6	5.4	7.4	8.9	10.9	12.8	14.3	14.8	15.1	16.2	18.1	19.5	20.3
WK. 2	3.5	4.2	4.7	5.2	6.7	8.0	9.4	11.1	12.9	14.6	15.6	16.7	18.1	19.9	19.1	19.8

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. JULY 26, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 19, 1981

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000))	8,010								3,660							
TOTAL AUDIENCE (%)	10.3								4.7							
Program	← BRITISH OPEN-SUN →								← ISSUES AND ANSWERS →							
AVERAGE AUDIENCE (Households (000))	3,810								2,570							
AVERAGE AUDIENCE (%)	4.9	4.2*		4.8*		5.0*		5.5*	3.3	3.6*		3.0*				
SHARE OF AUDIENCE %	22	20 *		21 *		23 *		22 *	12	14 *		11 *				
AVG. AUD. BY ¼ HR. %	4.2	4.3	4.5	5.1	5.2	4.8	5.1	5.8	3.7	3.4	3.0	3.0				
CBS TV																
TOTAL AUDIENCE (Households (000))			3,110													
TOTAL AUDIENCE (%)			4.0													
Program			FACE THE NATION													
AVERAGE AUDIENCE (Households (000))			2,650													
AVERAGE AUDIENCE (%)			3.4													
SHARE OF AUDIENCE %			15													
AVG. AUD. BY ¼ HR. %			3.4	3.4												
NBC TV																
TOTAL AUDIENCE (Households (000))							2,650						13,380			
TOTAL AUDIENCE (%)							3.4						17.2			
Program							MEET THE PRESS		← RELIGIOUS SERIES (SUS) →				← SPORTSWORLD (2:00-5:30PM) →			
AVERAGE AUDIENCE (Households (000))							2,260						4,360			
AVERAGE AUDIENCE (%)							2.9						5.6	4.7*		5.1*
SHARE OF AUDIENCE %							12						19	18 *		19 *
AVG. AUD. BY ¼ HR. %							3.0	2.8					4.4	4.9	4.8	5.3

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000))	2,720		2,180		3,030						10,740					
TOTAL AUDIENCE (%)	3.5		2.8		3.9						13.8					
Program	KIDS ARE PEOPLE TOO II (OP)		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)				← NATIONAL SPORTS FESTIVAL (1:30-4:00PM) →					
AVERAGE AUDIENCE (Households (000))	2,330		1,710		2,260						4,360					
AVERAGE AUDIENCE (%)	3.0		2.2		2.9						5.6	4.0*		4.8*		6.1*
SHARE OF AUDIENCE %	15		11		14						19	15 *		17 *		20 *
AVG. AUD. BY ¼ HR. %	3.0	3.0	2.1	2.3	3.0	2.8					3.8	4.2	4.4	5.1	5.9	6.3
CBS TV																
TOTAL AUDIENCE (Households (000))			3,350													
TOTAL AUDIENCE (%)			4.3													
Program			FACE THE NATION													
AVERAGE AUDIENCE (Households (000))			2,880													
AVERAGE AUDIENCE (%)			3.7													
SHARE OF AUDIENCE %			18													
AVG. AUD. BY ¼ HR. %			3.8	3.5												
NBC TV																
TOTAL AUDIENCE (Households (000))							4,050									
TOTAL AUDIENCE (%)							5.2									
Program							MEET THE PRESS		← RELIGIOUS SERIES (SUS) →							
AVERAGE AUDIENCE (Households (000))							3,110									
AVERAGE AUDIENCE (%)							4.0									
SHARE OF AUDIENCE %							17									
AVG. AUD. BY ¼ HR. %							3.9	4.2								

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	20.7	22.0	21.9	22.9	22.0	22.5	23.7	25.4	26.0	27.0	27.3	26.9	26.6	27.3	27.5	28.2
WK. 2	19.2	19.6	20.2	20.7	20.9	21.5	22.2	23.6	23.7	25.2	26.5	27.1	27.5	28.6	29.3	31.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. JULY 26, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 19, 1981

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															5,600 7.2	
ABC TV program															ABC WRLD NEWS TONIGHT-SUN	
ABC TV AVERAGE AUDIENCE (Households (000) & %)															4,900 6.3	
ABC TV SHARE OF AUDIENCE %															16	
ABC TV AVG. AUD. BY ¼ HR. %															6.4	6.2
CBS TV TOTAL AUDIENCE (Households (000) & %)							11,900 15.3								8,400 10.8	
CBS TV program							CBS SPORTS SUNDAY →	→	→	→	→	→			CBS EVENING NEWS-DEAN	
CBS TV AVERAGE AUDIENCE (Households (000) & %)							7,080 9.1	7.9*		9.1*		10.4*			6,920 8.9	
CBS TV SHARE OF AUDIENCE %							27	25 *		27 *		28 *			21	
CBS TV AVG. AUD. BY ¼ HR. %							7.5	8.2	8.9	9.3	10.8	10.0			8.7	9.1
NBC TV TOTAL AUDIENCE (Households (000) & %)															4,900 6.3	
NBC TV program	SPORTSWORLD (2:00-5:30PM) →	→	→	→	→	→	→	→	→	→					NBC NIGHTLY NEWS-SUN.	
NBC TV AVERAGE AUDIENCE (Households (000) & %)		5.5*		6.2*		6.7*		5.8*		5.3*					4,120 5.3	
NBC TV SHARE OF AUDIENCE %		20 *		21 *		22 *		18 *		15 *					13	
NBC TV AVG. AUD. BY ¼ HR. %	5.2	5.7	5.9	6.4	6.9	6.6	6.0	5.6	5.0	5.6					5.1	5.5

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					6,460 8.3										4,900 6.3	
ABC TV program	NATIONAL SPORTS FESTIVAL (1:30-4:00PM) →	→	→	→	U.S. WOMENS OPEN GOLF-SUN →	→	→	→	→	→	→	→			ABC WRLD NEWS TONIGHT-SUN	
ABC TV AVERAGE AUDIENCE (Households (000) & %)		6.9*		6.3*	3,270 4.2	4.0*		3.9*		4.3*		4.5*			4,050 5.2	
ABC TV SHARE OF AUDIENCE %		22 *		19 *	13	13 *		12 *		14 *		14 *			13	
ABC TV AVG. AUD. BY ¼ HR. %	6.7	7.0	6.7	5.8	4.1	3.9	4.0	3.9	4.2	4.4	4.5	4.6			4.8	5.5
CBS TV TOTAL AUDIENCE (Households (000) & %)							11,900 15.3								8,170 10.5	
CBS TV program							CBS SPORTS SUNDAY →	→	→	→	→	→			CBS EVENING NEWS-DEAN	
CBS TV AVERAGE AUDIENCE (Households (000) & %)							6,850 8.8	7.7*		9.2*		9.7*			6,920 8.9	
CBS TV SHARE OF AUDIENCE %							27	25 *		29 *		29 *			22	
CBS TV AVG. AUD. BY ¼ HR. %							7.7	7.6	8.4	9.9	10.0	9.3			8.4	9.3
NBC TV TOTAL AUDIENCE (Households (000) & %)					10,350 13.3										6,220 8.0	
NBC TV program					SPORTSWORLD →	→	→	→	→	→					NBC NIGHTLY NEWS-SUN.	
NBC TV AVERAGE AUDIENCE (Households (000) & %)					5,370 6.9	7.1*		7.3*		6.3*					5,130 6.6	
NBC TV SHARE OF AUDIENCE %					22	23 *		23 *		20 *					16	
NBC TV AVG. AUD. BY ¼ HR. %					6.4	7.7	7.0	7.5	7.3	5.4					6.5	6.8

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	28.9	30.0	30.6	31.4	31.4	32.4	32.4	34.2	35.3	35.8	36.9	38.6	41.1	41.2	42.0	42.8
WK. 2	31.4	31.0	32.0	32.2	32.2	32.0	31.6	32.3	32.9	33.5	34.5	35.2	38.3	39.8	40.7	42.8

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. JULY 26, 1981

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING MONDAY																	
CBS MISS UNIVERSE PAGEANT(S)	2	9.00-11.15PM	→GRID								31,510	40.5	19,760	25.4	44		
			11.00													28.9	
NBC NBC NEWS UPDATE-2-MON(SUS)	1	9.58- 9.59PM	9.45														
EVENING TUESDAY																	
NBC NBC NEWS UPDATE-2-TUE(SUS)	2	9.58- 9.59PM	9.45														
EVENING WEDNESDAY																	
NBC NBC NEWS UPDATE-2-WED(SUS)	1	9.58- 9.59PM	9.45														
EVENING THURSDAY																	
NBC NBC NEWS UPDATE-2-THU(SUS)	2	9.54- 9.55PM	9.45														
EVENING FRIDAY																	
NBC NBC NEWS UPDATE-2-FRI(SUS)	1	9.51- 9.52PM	9.45														
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	10,740	13.8	10,740	13.8	30	13.8		10,040	12.9	10,040	12.9	26	12.9	
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	7,620	9.8	7,620	9.8	24	9.8		9,020	11.6	9,020	11.6	25	11.6	
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	6,540	8.4	6,540	8.4	20	8.4		6,850	8.8	6,850	8.8	19	8.8	
NBC NBC NEWS UPDATE-2-SAT(SUS)	2	9.58- 9.59PM	9.45														
NBC NBC NEWS UPDATE-2-SAT.	1	9.58- 9.59PM	9.45	6,150	7.9	6,150	7.9	17	7.9								
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.	1	7.58- 7.59PM	7.45	4,510	5.8	4,510	5.8	12	5.8								
	2	8.58- 8.59PM	8.45								9,340	12.0	9,340	12.0	22	12.0	
ABC ABC SUNDAY NIGHT MOVIE	2	9.00-11.51PM	→GRID								23,570	30.3	13,070	16.8	32		
			11.45											16.7*	44*	15.5	
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	11,590	14.9	11,590	14.9	28	14.9		12,990	16.7	12,990	16.7	30	16.7	
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	10,110	13.0	10,110	13.0	24	13.0		10,040	12.9	10,040	12.9	23	12.9	
NBC NBC NEWS UPDATE-2-SUN(SUS)	1	9.48- 9.49PM	9.45														
NBC NBC NEWS UPDATE-2-SUN.	2	9.58- 9.59PM	9.45								8,090	10.4	8,090	10.4	18	10.4	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.45	10,740	13.8	10,110	13.0	25	10.9	M-F	9,340	12.0	9,180	11.8	22	9.3	M-F
			9.45						17.9	TU&TH						12.6	TU-F
ABC ABC NEWS:NIGHTLINE	1	>	11.30	7,700	9.9	6,070	7.8	23	8.4	M-F							
	2	11.30-12.00MD	11.30								6,300	8.1	4,900	6.3	19	7.0	M-F
			11.45				7.7*	22*	7.0	M-F						5.7	M-F
			12.00						10.0	FRI.							
ABC CHARLIE'S ANGELS-12.00		12.00- 1.09AM	12.00	5,210	6.7	3,350	4.3	20	4.1	THU.	4,900	6.3	3,190	4.1	19	4.6	THU.
			12.15				4.2*	16*	4.2	THU.				4.4*	17*	4.2	THU.
			12.30						4.2	THU.						4.2	THU.
			12.45				4.3*	22*	4.4	THU.				4.1*	21*	3.9	THU.
			1.00						4.5	THU.						3.3	THU.
ABC FANTASY ISLAND-12.00		12.00- 1.08AM	12.00	4,590	5.9	2,960	3.8	16	3.8	MON.	4,510	5.8	3,030	3.9	17	4.0	MON.
			12.15				3.6*	13*	3.5	MON.				4.1*	15*	4.1	MON.

CONT'D

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD.BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
ABC FANTASY ISLAND-12.00-CONT'D			12.30						3.9	MON.						4.1	MON.
			12.45				4.0*	19*	4.2	MON.				3.9*	19*	3.6	MON.
			1.00						3.7	MON.						3.2	MON.
ABC FRIDAYS	1	12.07- 1.16AM	12.00	8,400	10.8	4,670	6.0	24	8.1	FRI.							
	2	12.00- 1.10AM	12.00								6,610	8.5	3,970	5.1	20	5.3	FRI.
			12.15				7.2*	24*	6.7	FRI.				5.1*	18*	5.0	FRI.
			12.30						6.0	FRI.						5.2	FRI.
			12.45				5.6*	24*	5.2	FRI.				5.1*	22*	5.0	FRI.
			1.00						5.0	FRI.						5.0	FRI.
			1.15						4.5	FRI.							
ABC LOVE BOAT-12.00		12.00- 1.08AM	12.00	6,850	8.8	4,590	5.9	26	6.2	WED.	5,680	7.3	3,810	4.9	21	5.0	WED.
			12.15				6.1*	23*	6.0	WED.				5.1*	19*	5.1	WED.
			12.30						6.0	WED.						5.1	WED.
			12.45				5.8*	27*	5.6	WED.				4.9*	23*	4.8	WED.
			1.00						5.3	WED.						4.0	WED.
ABC TUESDAY MOVIE-WEEK-PART 1		12.00- 1.11AM	12.00	4,900	6.3	2,960	3.8	16	4.0	TUE.	4,670	6.0	3,110	4.0	18	3.9	TUE.
			12.15				4.0*	15*	4.1	TUE.				4.0*	16*	4.0	TUE.
			12.30						3.8	TUE.						3.9	TUE.
			12.45				3.7*	17*	3.5	TUE.				4.0*	20*	4.0	TUE.
			1.00						3.5	TUE.						4.1	TUE.
ABC TUESDAY MOVIE-WEEK-PART 2	1	1.11- 1.30AM	1.00	2,570	3.3	2,570	3.3	20	3.3	TUE.							
	2	1.11- 1.27AM	1.00								3,270	4.2	3,030	3.9	24	4.0	TUE.
			1.15						3.3	TUE.						3.9	TUE.
	1	1.30- 2.13AM	(SUS)														
	2	1.27- 2.12AM	(SUS)														
CBS NEWSBREAK-M-F		8.58- 8.59PM	8.45	8,090	10.4	8,090	10.4	21	10.4	M-F	8,250	10.6	8,250	10.6	21	10.6	M-F
CBS CBS NEWS SPEC.RPT 11.30P(S)	2	11.30-12.05AM	11.30								5,990	7.7	4,670	6.0	19	6.5	TUE.
			11.45											6.0*	18*	5.5	TUE.
			12.00													5.8	TUE.
CBS LATE MOVIE I		>	11.30	7,860	10.1	4,980	6.4	22	6.9	M-F	6,770	8.7	4,360	5.6	21	6.2	M-F
			11.45				6.9*	20*	6.9	M-F				6.0*	18*	6.6	MWTHF
			12.00						6.4	M-F						5.8	M-F
			12.15				6.2*	23*	6.0	M-F				5.6*	21*	5.4	M-F
			12.30						5.6	M-F						5.1	M-F
			12.45						5.1	M-F				5.2*	25*	4.9	M-F
			1.00													3.5	TUE.
			1.15													3.3	TUE.
		VARIOUS TIMES	(SUS)														
CBS LATE MOVIE II		>	12.30	4,280	5.5	3,500	4.5	25	4.8	M-F	3,810	4.9	3,110	4.0	24	4.4	M-F
			12.45						4.8	M-F						4.5	MWTHF
			1.00						4.5	M-F						4.2	M-F
			1.15				4.4*	26*	4.2	M-F				4.2*	25*	3.9	M-F
			1.30													3.7	M & TU
			1.45											3.0*	22*	2.9	M & TU
			2.00													2.9	TUE.
		VARIOUS TIMES	(SUS)														
NBC NBC NEWS UPDATE-M-F		8.58- 8.59PM	8.45	7,940	10.2	7,940	10.2	21	10.2	M-F	8,400	10.8	8,400	10.8	21	11.3	M-F
			9.00													8.8	THU.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD.BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
NBC NBC NEWS UPDATE-2-M-F	1	>	9.45	6,690	8.6	6,690	8.6	16	8.6	TU&TH							
	2	9.58- 9.59PM	9.45								8,560	11.0	8,560	11.0	20	11.0	MWF
NBC TONIGHT SHOW		11.30-12.30AM	11.30	8,480	10.9	4,820	6.2	20	7.9	M-F	9,490	12.2	5,990	7.7	25	8.6	M-F
			11.45				7.1*	20*	6.3	M-F				8.4*	25*	8.2	M-F
			12.00						5.6	M-F						7.5	M-F
			12.15				5.3*	19*	5.0	M-F				7.1*	26*	6.7	M-F
NBC SCTV NETWORK/90		12.30- 2.00AM	12.30	5,130	6.6	2,330	3.0	15	3.7	FRI.	5,600	7.2	2,410	3.1	16	4.8	FRI.
			12.45				3.4*	14*	3.2	FRI.				4.0*	18*	3.2	FRI.
			1.00						3.2	FRI.						2.7	FRI.
			1.15				3.2*	16*	3.2	FRI.				2.9*	15*	3.0	FRI.
			1.30						2.8	FRI.						2.2	FRI.
			1.45				2.5*	16*	2.2	FRI.				2.3*	14*	2.4	FRI.
NBC TOMORROW COAST TO COAST-1		12.30- 1.00AM	12.30	3,110	4.0	2,650	3.4	16	3.7	M-TH	3,110	4.0	2,570	3.3	16	3.7	M-TH
			12.45						3.2	M-TH						3.0	M-TH
NBC TOMORROW COAST TO COAST-2		>	1.00	2,410	3.1	1,790	2.3	16	2.6	M-TH	2,410	3.1	1,710	2.2	15	2.7	M-TH
			1.15				2.4*	15*	2.3	M-TH				2.5*	15*	2.2	M-TH
			1.30						2.0	M-TH						1.9	M-TH
			1.45						2.1	M-TH				2.3*	18*	2.3	M-TH
		VARIOUS TIMES	(SUS)														

DAY NETWORK/PROGRAM	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD.BY ¼ HR %	WEEK 2 TELECAST DAYS
DAY MONDAY-FRIDAY																
ABC FYI-12.58(SUS)	12.58-12.59PM	12.45							M-F							M-F
ABC ABC DAYTIME NEWSBRIEF-M-F	1.57- 1.59PM	1.45	7,470	9.6	7,080	9.1	31	9.1	M-F	7,390	9.5	7,160	9.2	31	9.2	M-F
ABC FYI-2.58(SUS)	2.58- 2.59PM	2.45							M-F							M-F
ABC FYI-3.58(SUS)	3.58- 3.59PM	3.45							M-F							M-F
CBS SUMMER SEMESTER(SUS)	6.30- 7.00AM	6.30							M-F							M-F
CBS SUMMER SEMESTER MWF(SUS)	6.30- 7.00AM	6.30							M-F							M-F
CBS NEWSBREAK-11.57	11.57-11.59AM	11.45	5,210	6.7	4,980	6.4	25	6.4	M-F	4,750	6.1	4,510	5.8	22	5.8	M-F
CBS NEWSBREAK-3.57	3.57- 3.59PM	3.45	4,280	5.5	4,050	5.2	17	5.2	M-F	3,970	5.1	3,810	4.9	16	4.9	M-F
DAY SATURDAY																
ABC SCHOOLHOUSE ROCK-8.26AM	8.26- 8.29AM	8.15	2,720	3.5	2,490	3.2	34	3.2		2,330	3.0	2,260	2.9	35	2.9	
ABC SCHOOLHOUSE ROCK-10.26AM	10.26-10.29AM	10.15	6,380	8.2	5,910	7.6	37	7.6		5,290	6.8	4,820	6.2	30	6.2	
ABC SCHOOLHOUSE ROCK-10.56AM	10.56-10.59AM	10.45	5,910	7.6	5,450	7.0	33	7.0		4,360	5.6	4,120	5.3	25	5.3	
ABC DEAR ALEX & ANNIE-11.55AM	11.55-11.59AM	11.45	4,280	5.5	3,660	4.7	23	4.7		3,660	4.7	3,110	4.0	20	4.0	
CBS SUMMER SEMESTER SAT(SUS)	6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM	8.26- 8.29AM	8.15	2,100	2.7	1,950	2.5	24	2.5		1,480	1.9	1,400	1.8	20	1.8	
CBS IN THE NEWS- 8.56AM	8.56- 8.59AM	8.45	3,190	4.1	3,030	3.9	28	3.9		3,270	4.2	3,110	4.0	31	4.0	
CBS IN THE NEWS- 9.26AM	9.26- 9.29AM	9.15	4,280	5.5	4,120	5.3	30	5.3		4,280	5.5	4,200	5.4	35	5.4	
CBS IN THE NEWS-10.26AM	10.26-10.29AM	10.15	4,430	5.7	4,200	5.4	26	5.4		5,130	6.6	4,820	6.2	30	6.2	
CBS IN THE NEWS-10.56AM	10.56-10.59AM	10.45	4,200	5.4	3,730	4.8	22	4.8		5,060	6.5	4,510	5.8	27	5.8	
CBS IN THE NEWS-11.26AM	11.26-11.29AM	11.15	4,200	5.4	3,810	4.9	22	4.9		5,600	7.2	5,210	6.7	30	6.7	

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,520	7.1	4,980	6.4	29	6.4		5,760	7.4	4,980	6.4	29	6.4	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,200	5.4	4,050	5.2	23	5.2		4,050	5.2	3,730	4,8	21	4.8	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,820	6.2	4,360	5.6	23	5.6		4,050	5.2	3,730	4.8	21	4.8	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,810	4.9	3,580	4.6	19	4.6		3,110	4.0	2,720	3.5	14	3.5	
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	2,100	2.7	2,020	2.6	28	2.6		1,240	1.6	1,240	1.6	19	1.6	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	2,180	2.8	2,100	2.7	22	2.7		2,410	3.1	2,260	2.9	24	2.9	
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	2,650	3.4	2,570	3.3	21	3.3		2,180	2.8	2,180	2.8	19	2.8	
NBC ASK NBC NEWS-9:58AM		9.58-10.00AM	9.45	3,270	4.2	3,110	4.0	22	4.0		2,180	2.8	2,180	2.8	16	2.8	
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	3,420	4.4	3,270	4.2	20	4.2		2,720	3.5	2,570	3.3	17	3.3	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	3,350	4.3	3,270	4.2	20	4.2		3,190	4.1	2,960	3.8	18	3.8	
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	4,050	5.2	3,890	5.0	23	5.0		3,110	4.0	2,960	3.8	17	3.8	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	3,970	5.1	3,890	5.0	22	5.0		3,660	4.7	3,350	4.3	20	4.3	
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	2,960	3.8	2,880	3.7	17	3.7		2,020	2.6	1,950	2.5	11	2.5	
DAY SUNDAY																	
ABC DEAR ALEX & ANNIE-11.26AM	1	10.56-10.59AM	10.45	2,330	3.0	2,330	3.0	15	3.0								
	2	11.26-11.29AM	11.15								2,570	3.3	2,410	3.1	16	3.1	
ABC SCHOOLHOUSE ROCK-11.55AM	2	11.55-11.59AM	11.45								2,180	2.8	1,950	2.5	12	2.5	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45														

 U.S. TV HOUSEHOLDS: 77,800,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

***HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).**